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VOL. 4. NO. 1. JANUARY, 1912.

ONE DOLLAR YEARLY.

CANADIAN HARDWARE STOVE & PAINT JOURNAL



A LEGACY FROM
THE OLD YEAR TO
THE NEW



A WINNING
BEGINNING.



DEC
31
1911

Lowe Brothers
LIMITED
PAINTMAKERS • VARNISHMAKERS
TORONTO
DAYTON • BOSTON • NEW YORK • CHICAGO • KANSAS CITY

JAN
1
1912



OUR GRATITUDE— And EXPECTATIONS

As we look back over 1911, with its greatly increased sales of GILLETTE Safety Razors, we thank you heartily for your co-operation in bringing this about.

One result of the way the trade pushed the GILLETTE in 1911 is that we have been enabled, and practically compelled, to erect a new GILLETTE Building where we will have more room and better facilities for handling the growing business. This building is now nearly completed, so that we will soon be in a better position than ever to delight your customers with the super-excellence of the GILLETTE Safety Razor.

We want, if possible, to make "The Razor of To-day" better than ever, and to advertise it still more vigorously. Can you, from your own experiences or those of your customers, point out any weakness in the razor itself or the way we advertise it? Your suggestions to our representative or by letter to ourselves will be more than welcome.

With Canada's growing population—more money than ever in the country—factory facilities for making even a better GILLETTE than before—and your continued enthusiastic co-operation, we are looking forward to 1912 with confidence that the GILLETTE will make more money for you and for us than it has ever done before.

The Gillette Safety Razor Co.

Of Canada, Limited

Managing Director.



Rice Lewis & Son

Limited

Take this opportunity of wishing their
customers and readers of this Journal

A Happy
and
Prosperous New Year

at the same time returning thanks for
past favors and trusting to have a
continuance of same which will at all
times have our prompt and careful
attention.

"The Store with the Exclusive Stocks"

Toronto

Canada

KENNEDY

Russwin
Food
Choppers

Pocket Cutlery and Butcher Knives

47 - 11
Razors

POCKET KNIVES.—Kennedy Brand, Jos. Rodgers & Sons, Henry Boker & Co., NonXll, W. H. Morley & Son, Edwards Sons Co., A. W. Wadsworth & Son.

BUTCHER KNIVES.—Kennedy Brand, Jos. Rodgers & Sons.

TABLE CUTLERY.—Maleham & Yeomans, Joseph Rodgers & Sons, Nixon & Winterbottom, Jos. Fenton & Sons, Ontario Silver Co.

CARVERS.—Maleham & Yeomans, Jos. Rodgers & Sons.

PLATED FLATWARE.—Oneida Reliance Pate, Wildwood and Tipped Patterns, Rogers Bros. 1847 Tipped Pattern, Oxford, Lexington.

PEARL HANDLES.—Dessert Knives and Forks and Fruit Knives.

KENNEDY HARDWARE CO., LTD.

51-53-55 Colborne Street, TORONTO

Exclusively Wholesale

Everything in Hardware

There is a tide in the affairs of men
Which, if taken at the flood,
Leads on to fortune.

—Julius Caesar



HEADQUARTERS
FOR

Lead Pipe
Lead Waste
Traps and Bends
Sheet Lead
Solder, &c.

Do not Hesitate When the right opportunity presents itself.

In the race for fortune, the man who grasps his opportunities is the man who wins.
A word to the wise is sufficient.

Never be without a stock of

HARRIS HEAVY PRESSURE

(THE COPPER COATED CAKE)

THE BABBIT METAL WITHOUT A FAULT

It is used from Coast to Coast. Is highly satisfactory wherever used.

ENGINEERS KNOW

A Good thing and specify **HARRIS HEAVY PRESSURE**—Experience has proven that it positively eliminates friction and runs cool at any speed.

HARDWAREMEN KNOW

A Good thing and buy the Babbit Metal without a fault. **HARRIS HEAVY PRESSURE** is good to stock. It brings repeat orders.

THE CANADA METAL COMPANY LTD.

Fraser Avenue, TORONTO

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

The 1912 Eye for Business



¶ Catching and holding all the little opportunities for business during 1912 means more than merely taking each sale as it comes ; it means that the wholesale house must co-operate with the dealer in order to get the best results in satisfied customers and increased trade.

¶ We are devoting our attention to the problem of helping the retailer to increase his trade, and thereby obtaining a share of the new business ourselves. A fair measure of success is ours, but we are anxious to prove to every dealer in Canada that our methods are to his advantage. Send us your orders.

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

TWO WAYS!!

THE
OTHER
WAY IS

To Stock a
Better Line and there-
by Increase Your Sales.

You can get all the "Builders" and "Contractors"
trade, if you stock "Crescent Brand" Hardware.

Write for Our Illustrated Catalogue

Our Catalogue "C"—displays the most complete
"Builders Hardware" manufactured in Canada

CRESCENT



BRAND HARDWARE

ONE WAY

To Make Big Profits
is to get Big Prices!!

BUT!

Competition forbids!

(in most lines)

and makes impossible
this very desirable
method.

Canada Steel Goods Co., Limited, Hamilton, Canada

The Best Belting for Hardwaremen
to Handle is that which has the
Longest Standing Reputation as to Quality

"AMPHIBIA"

(Waterproof)

AND

"CLIMAX"

LEATHER BELTING

Are the results of over 30 years concentration on this one particular line—leather belting—with
QUALITY as the key note.

You will never lose a Belting Customer if you stock these brands

MADE BY

Sadler & Haworth

For over 30 years the makers of Quality Belts

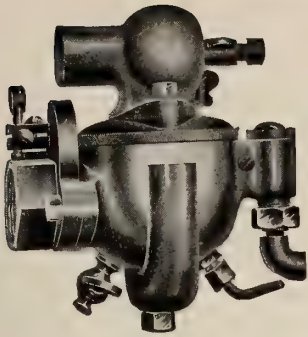
MONTREAL
511 William St.

TORONTO
27 Melinda St.

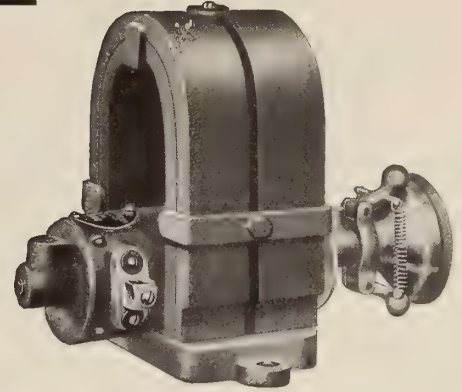
ST. JOHN, N.B.
89 Prince William St.

VANCOUVER
217 Columbia Ave.

WINNIPEG
244 Princess St.



How Much Business Did You Lose



Last Year by NOT Being Able to Supply Motor Accessories ?

¶ The owners of automobiles and motor boats are good customers to have. They are quality buyers and don't kick at price if quality goes with it, and they are continually in need of motor accessories, spark plugs, carburetors, batteries, magnetos, etc.

¶ So, why not stock a supply of these for the coming season and make displays with the show cards, etc., with which we furnish you. Push these goods and make a nice turnover in a new department.

¶ We are the largest supply house in Canada for motor accessories and carry complete lines. Get in touch with us NOW and be ready for the spring demand.

AND REMEMBER

We DO Protect the Dealer. Always.

*Get in touch with our nearest house
Ask them for our catalogue*

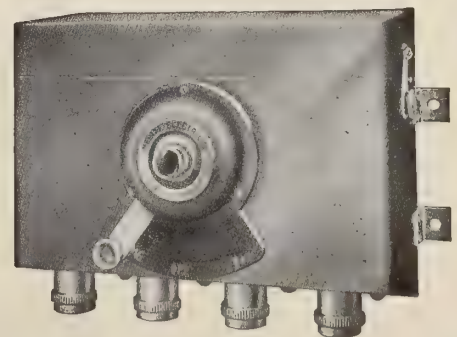
The Canadian Fairbanks-Morse Company

Limited

Fairbanks Standard Scales Fairbanks-Morse Gas Engines
Safes and Vaults

Montreal Toronto

Winnipeg
Saskatoon
Calgary
Vancouver
Ottawa
St. John, N. B.



Buy Canadian Goods

¶ OUR FULL LINE OF
EDGE AND LUMBERING
TOOLS ARE THE EQUAL
IN EVERY WAY TO THE
IMPORTED ARTICLE

*Carried by the Jobbers
Every Tool Guaranteed*

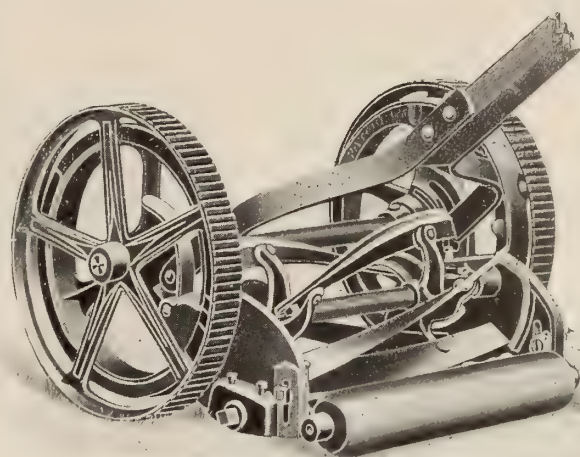
Allan Hills Edge Tool Co.
Galt, Ont.

Taylor-Forbes

High-Grade

Lawn Mowers

A Good Line to Push.



Don't let the Jobber's Salesman Sell You Cheap Lawn Mowers !

Build up a reputation for selling high-grade goods—the kind that gives satisfaction. Too many salesmen use CHEAPNESS as their selling argument—let QUALITY be yours. You get a bigger profit on the better grade lines, to say nothing of the satisfaction of your customer, and you can talk QUALITY if you sell

“Empress” and “Woodyatt” Lawn Mowers

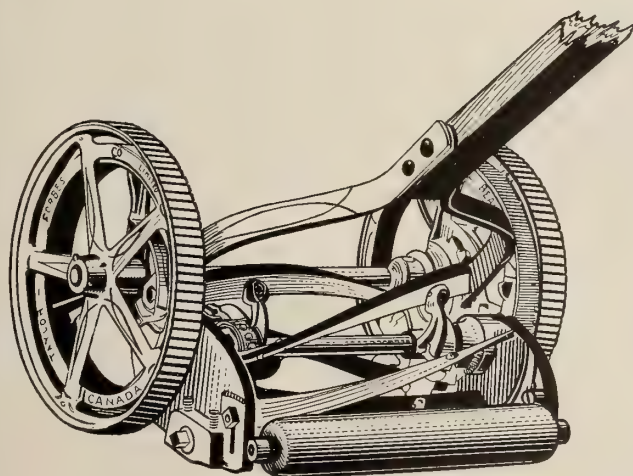
The “**Empress**” Ball Bearing Mower has the best bearings and finest adjustment that mechanical skill can produce. The balls are caged in cylinder journals, while the encased gears prevent dirt from clogging the working parts. It is self-sharpening, and the stationary knives are oil tempered.

“**Woodyatt**” Lawn Mowers have twenty-five years experience as the most efficient and most satisfactory mowers ever produced. The knife and cutting bar are so arranged as to be always kept close to the cylinder, thus presenting a positive cutting surface, and making the mower self-sharpening.

*You run no risk when handling “Taylor-Forbes” Goods
as they are sold under a positive Guarantee*

Write for our 1912 Lawn Mower Catalogue.

If your Jobber cannot supply you write us.



Taylor-Forbes Co.

Limited

GUELPH - ONTARIO

Represented by

Taylor-Forbes Co. 246 Craig St., Montreal
H. G. Rogers, 53½ Dock Street, St. John, N.B.
H. F. Moulden & Son, Travellers' Bldg. Winnipeg, Man.
W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.
Canadian United Mfrs. Agency, London, Eng.

WHAT A

And yet, there are still some furnace dealers not alive to the whole furnace business of their town, but also have it *at*



“GOOD *Circle* WARM AIR

Have so many exclusive and down-to-earth other warm air furnace made. in a hot-water heating system even. Once known in your town, the furnace secondary to quality.

Successful inventions always have imitators. Waterpan has followers, who, no matter how they describe our Circle Waterpan and its position or mechanical features.

Do you want to

THE JAMES STEWART

Western Warehouse
156 LOMBARD ST., WINNIPEG, MAN.

CINCH!!!

the fact that not only could they have practically the *their own prices.*

CHEER"

Waterpan

FURNACES

convincing points of merit, as to eliminate entirely comparison with any
We have the quality of heater which many a man who thought of putting
ally buys.

the trade will come to you, and, with the buyer you will find that price is

ators (a tribute to merit) and consequently our justly celebrated Circle
content with pirating our ideas, actually appropriate the terms in which we
its benefits. Our patents, however, prevent the infringement of either shape,
without any of which an effective waterpan is not possible.

to a profitable furnace business next year? If so, Write Us.

MANUFACTURING CO., Limited
Woodstock, Ontario

BANNER COLD BLAST LANTERNS



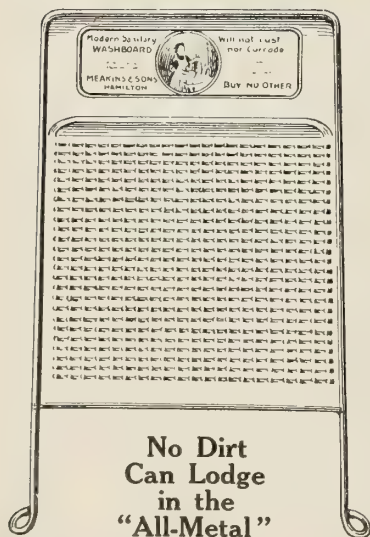
NOTICE TO DEALERS

Every purchaser of a
BANNER COLD BLAST LANTERN
can obtain a complimentary CALENDAR by filling
in and mailing the coupon found in the LANTERN

ONTARIO LANTERN AND LAMP CO., Limited

Branches:
MONTREAL, WINNIPEG

Head Office and Factory:
HAMILTON, ONT.



Meakins' All-Metal Sanitary Washboards

have no joints or wooden parts to catch and hold the dirt or germs, which means it is sanitary.

Meakins' Sanitary Washboards are built upon scientific principles. They are made in one piece, will not rust or corrode, have no nails to come loose or rough edges of zinc to cut hands.

Meakins' Sanitary Washboards command a steady sale, which will pay you well to stock.

If your hardware jobber cannot supply you, ask us for particulars and prices.

Branches :

MEAKINS & SONS, Winnipeg

MEAKINS & SONS, Toronto

MEAKINS BRUSH CO., Montreal

Nova Scotia Agents

C. E. CREIGHTON, Halifax, N.S.

British Columbia Agents

F. G. EVANS & CO., Vancouver, B. C.

MEAKINS & SONS

Sole Manufacturers

HAMILTON, ONTARIO

NOW IS THE TIME



to give some attention to your Spring stock of Milk Cans, Creamery Cans, Trimmings, etc. Let us know your requirements for the coming season



Trimmings for all sizes and styles of Milk and Creamery Cans.

PRICES ON APPLICATION

THE SHEET METAL PRODUCTS COMPANY OF CANADA, Limited

SUCCESSORS TO

KEMP MANUFACTURING COMPANY, Toronto, Montreal, Winnipeg



"ELGIN"

Satisfied Customers Mean Future Profits

Hardwaremen who do plumbing work cannot afford to use cheap supplies. Complaints from customers are not only annoying but they cost money in lost business.

MORRISON'S BRASS GOODS

are known throughout Canada as the best expert workmen can make with the highest grade of materials.

The trade mark "J.M.T." on a valve is a guarantee that your customer will be satisfied and your profits assured.

In closet combinations you will find these lines to be thoroughly satisfactory.

"Elgin" Washdown,
"Simplex" Syphon Jet and
"Astoria" Square Back Syphon Jet

**The James Morrison Brass
Manufacturing Co., Limited**

93-97 Adelaide St., W.

Toronto, Ontario



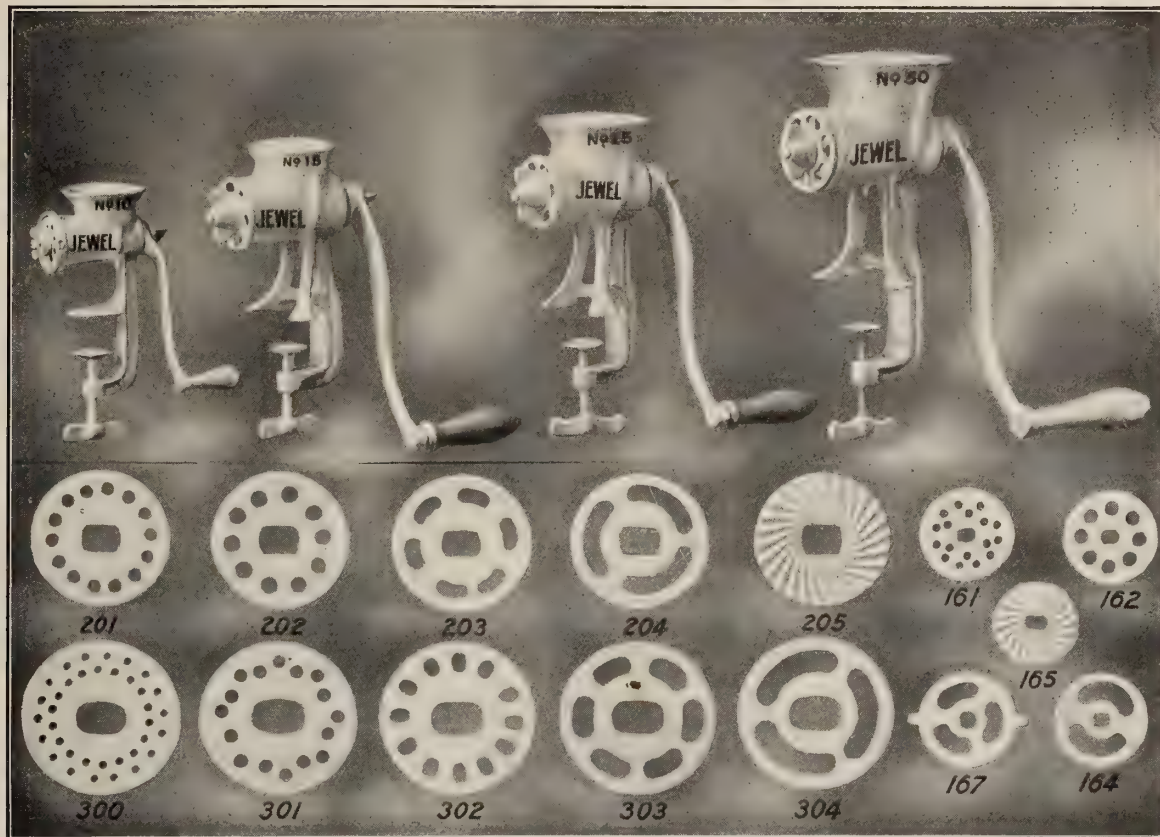
VICTOR TRAPS

Now is the time to prepare for the trapping season. Be sure to have a full line of VICTOR traps. The demand will be even greater than during last year's successful season.

ONEIDA COMMUNITY, LTD., Niagara Falls, Ont.

Also makers of Newhouse, Hawley & Norton, and Oneida Jump Traps.





The "JEWEL" Food Cutter

¶ The Fall and Winter Season calls for many foods that require a Food Cutter for their preparation. It is a time when out-of-date cutters are being replaced, and many homes are buying them for the first time.

¶ To your customers who want a well-made Food Cutter at a reasonable price, recommend the "Jewel" Food Cutter. Made in the factory that produces the well-known Maxwell House and Garden Specialties, it has the quality and finish characteristic of their products, while at the same time it is priced within the reach of every housewife.

¶ The illustration above shows the various sizes, with a full range of discs, which make the cutter useful for many different purposes in the kitchen.

¶ The "Jewel" Food Cutter is simple in construction, easy to clean, and will not get out of order. It is warranted to give satisfaction.

¶ Maxwell Food Cutters are a source of good profits. They are easily sold, because well finished, and the name of the makers is a guarantee of quality.

Send for Samples and Quotations

DAVID MAXWELL & SONS

ST. MARY'S

ONTARIO

1912

*Be First and Catch the Trade in Cooking
Utensils by Showing a Nice Assortment in*

Davidson's "Colonial" and "Premier" Brands of Enamelled Ware

Widely Known. Widely Demanded. Profit and Satisfaction in Every Sale Made.



"PREMIER"—A beautiful marbelized blue, durable and dainty.

"COLONIAL"—The real old-fashioned granite grey—the kind that stands hard knocks.

*We Make an Endless Variety of Household Enamel Ware
Write for Prices and Terms To-day*

THE THOS. DAVIDSON CO., LIMITED
MONTREAL TORONTO WINNIPEG

A Happy and Prosperous Year During 1912

is our wish for the Canadian Hardware and Stove Dealers. Its realization will depend on the goods you offer to your customers.

THE EMPIRE LINE

Of Stoves, Ranges, Furnaces and Registers

"Makes Good" from year to year and will give impetus to your trade. For good profits try the Empire Line. We know of none better and believe it has the advantage right through.

Better Investigate our Proposition

Canadian Heating and Ventilating Co.

OWEN SOUND - - - ONTARIO

CHRISTIE BROS., LTD.
1824 Dundas Street Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., LTD.
Park-Henry Streets, Winnipeg

Made Up Cans and Trimmings

Now is the Season to Prepare for the Demand



Milk Cans

With "Samson" Bottom and Broad Hoops. Drop Malleable Side Handles. Heavy Cover with 5-Inch Rim.

The bodies of these cans are made of the best quality of Tinned Sheet Iron. Great care has been used in the construction, especially in the soldering making the can unparalleled in perfection and durability.

Railroad or Delivery Cans

With Steel Barrel Handles, "Samson" Bottom and Breast, and "Bell" Cover

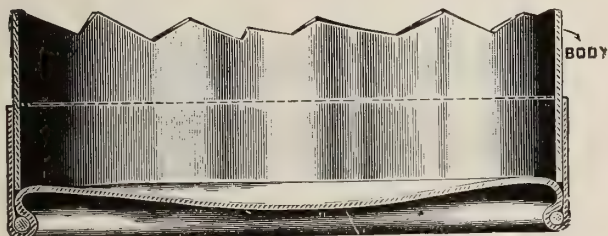
The body of this can is made of 18-Gauge Tinned Iron.

The same perfection of construction is shown in the whole family of Samson Cans.



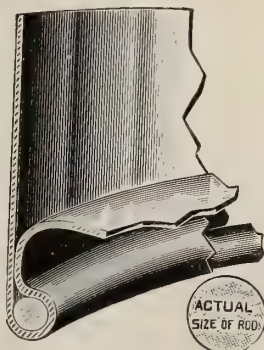
Style F with Steel Barrel Handles

"Samson" Bottom Section



When the body of the can is inserted into the groove on the inside of bottom (Fig. J) less solder is required than ordinarily, the job is much easier to do and much stronger when done—in comparison with the old style two-piece or many pieced bottom.

The large roll rim, to be seen in Fig. K, is formed as follows: An iron rod, $\frac{3}{4}$ -inch, is inserted in a groove and the steel spun around it. Later the whole bottom is soaked in melted tin. Result: Solidity and "sureness" of one piece. No rivets to hammer in, no screws to tighten up, no hoops to adjust. Smooth and sanitary.



"Samson" Superiority

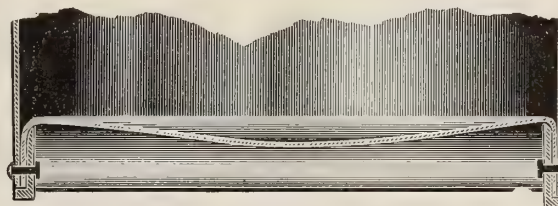
One piece of heavy sheet steel pressed, not spun—that's the Samson bottom.

That pressing is performed by the most powerful machine of the kind in Canada.

Separate die is used for making each size "Samson" bottom, and we make six different sizes.

Every bottom of each size will always be found exactly uniform—an impossibility with the two-piece bottom.

Railroad or Delivery Can Trimmings



This Cut Shows Section of Body and Bottom.

Railroad or Delivery Can Trimmings

"Anchor" Pattern

A Set consists of "Samson" Breast and Covers (either Bell or Seamless Pattern), "Anchor" Seamless Bottom, pair D Malleable Handles.

Barrel Handles may be supplied at an extra price.



McCLARY'S

LONDON

ST. JOHN

TORONTO

HAMILTON

MONTREAL

CALGARY

WINNIPEG

SASKATOON

VANCOUVER

PEASE

HEATING SYSTEMS

Warm Air—Hot Water

Heat the house, not *part* of the house, but *all* the house—every nook and corner—with an even, satisfying and comfortable heat.

EASILY REGULATED AND CONTROLLED

If this is the kind of heating you want in your house, store, or for your customers, let us get together.

Let our Engineering Department assist you in any heating problems you may have.

PEASE FOUNDRY COMPANY

36 Queen Street East TORONTO

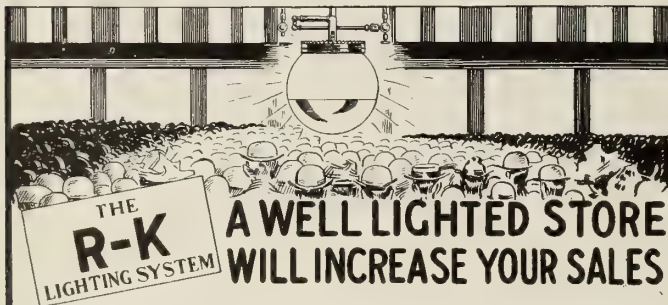
Winnipeg Office: PEASE-WALDON COMPANY, LTD.

242

“OVEN DOOR” “SPRINGS”

HAVING trouble?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.



**A WELL LIGHTED STORE
WILL INCREASE YOUR SALES**

Do you know that people are attracted to a well lighted store and that consciously or unconsciously they avoid a poorly lighted one. You can make your store attractive—bright and inviting by using Rice-Knight Lighting System. Can be installed anywhere—burns same as city gas—always ready to light. Cheaper than gas or electricity. Make your store the brightest spot in town. Let us tell you how—write to-day for booklet “S.”

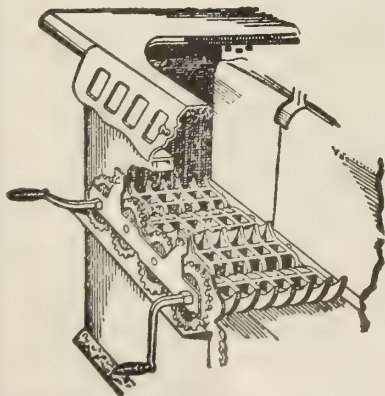
RICE-KNIGHT LIMITED, TORONTO

Local hardware agents wanted in every town.

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Wire.

Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.



The Champion Grate

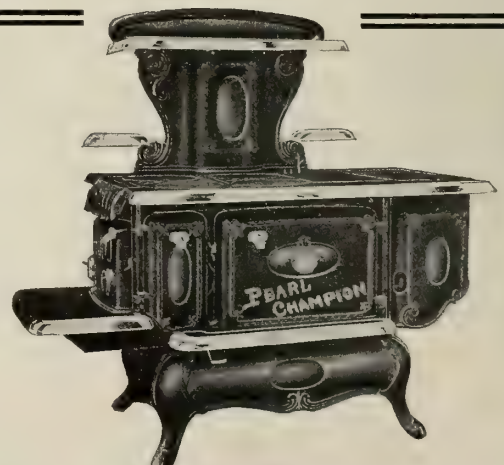
A wonderful invention. Superior to all others. Crosswise, non-warping bars, easily shaken, more open surface and a clean fire. This grate is found only in the

CHAMPION RANGE

and is one of its many attractive features which appeal to every housewife. A sample range will prove to you what an easy selling line the “Champion” is.

Get our proposition, it will put money in your pocket.

D. J. BARKER & COMPANY
Picton, Ont.



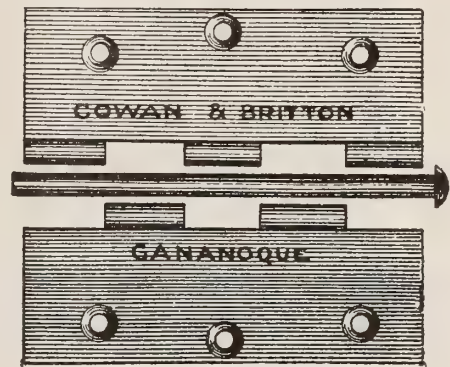
COWAN & BRITTON HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

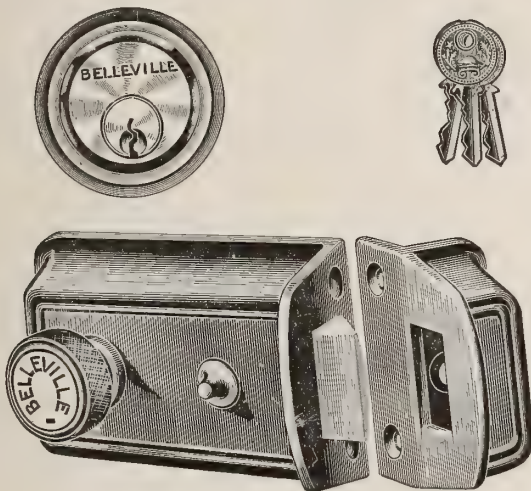
The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - - GANANOQUE, CANADA

Western Representatives { D. PHILIP, 291 1/2 Portage Ave., Winnipeg.
R. OGILVIE, P.O. Box 1259, Vancouver, B.C.



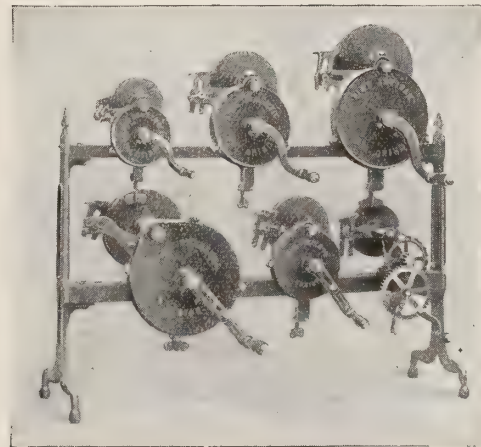
Look for the above brand



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.



Our New Stand for Displaying

PIKE TOOL GRINDERS

is a winner in every sense of the word. It's made a hit with other hardware dealers—why not with you?

Full information gladly furnished by

PIKE MANUFACTURING COMPANY
PIKE, N.H., U.S.A.

ORNAMENTAL IRON WORK WIRE CLOTH AND WIRE GOODS

Perforated Metals
Genuine Antique

Bronze Fly Screen Cloth

Canada Wire & Iron Goods Co.

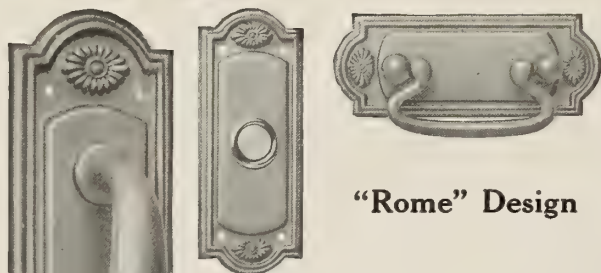
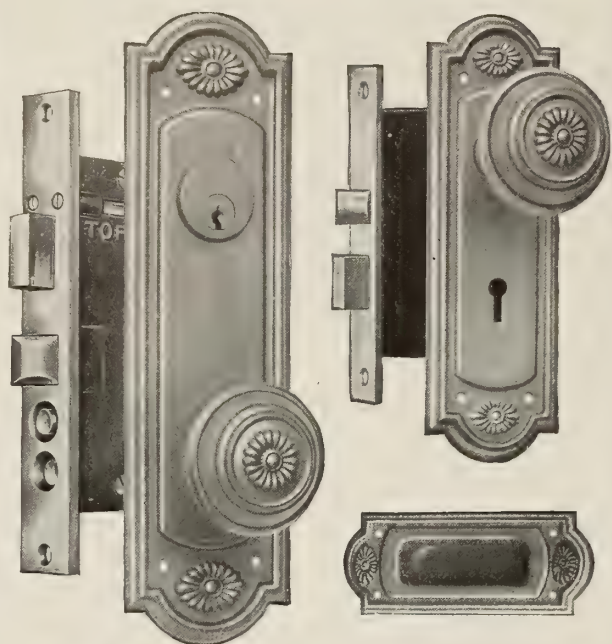
HAMILTON, ONT.

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited
46 Adelaide Street West, Toronto, Ont.



"Rome" Design

BUILDERS' HARDWARE

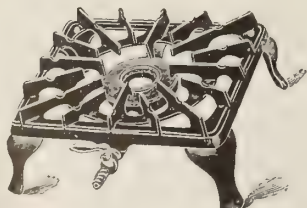
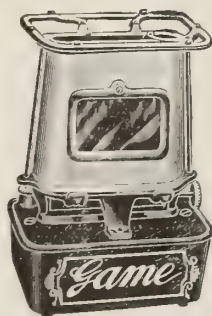
Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

Send for complete descriptive catalogues and price list of over 600 items.

The Taylor & Boggis Foundry Company

Cleveland, Ohio
Sixth City



The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO

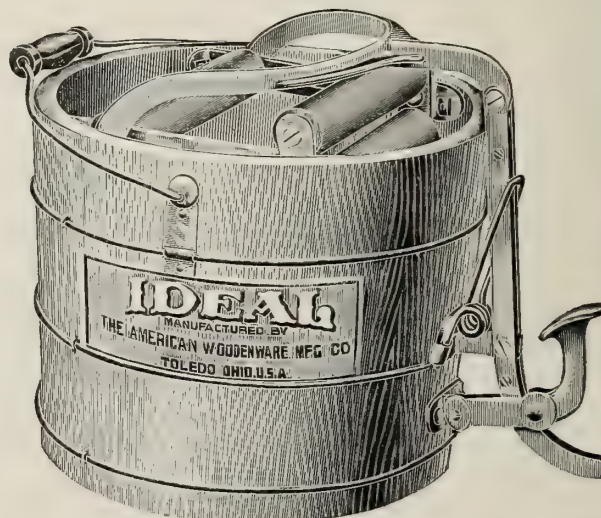
MONTREAL
CALGARY

HALIFAX
VANCOUVER

WINNIPEG

THE IDEAL COMBINATION MOP WRINGER AND BUCKET

The three-roll flexible mop wringer that adjusts itself to the uneven thickness of the mop. The mop is wrung twice while passing through the rolls. Has improved pattern ear that sets flush on side of pail, and the bail is held free and clear from top edge, so that the mop cannot get fast or tangled in the ear and bail. Is provided with our patent roll lever and curve brace, that insures an easy but uniform pressure on the mop.



Made in three sizes. Packed six in each crate.

Manufactured by

The American Woodenware Mfg. Company
TOLEDO, OHIO, U. S. A.

Lyons & Marks, 120 Bay Street, Toronto, General Agents

Your Customers Know

the "Tobin Simplex Gun," Our extensive publicity campaign has made them thoroughly familiar with this high-grade line. They know the gun is sold with a positive "money-back-if-not-satisfied" guarantee. We stand behind you in this guarantee.

Tobin
Simplex Guns

should be in your stock. They are easy selling guns, guns that stay sold, and each one that is sold sells another.

We are constantly receiving inquiries and orders from districts where we lack dealer representation, and, of course, supply this demand direct.

We will turn over these orders to the dealer who handles our goods. Write to-day for our proposition, it will be worth your while.

The Tobin Arms Mfg. Co., Ltd.
Woodstock, Ont.

THE BEST MADE

This is the opinion of all Hockey players who have used

STILL'S SPECIAL HOCKEY STICKS

They are made of the best Rock Elm, nicely shaped and well finished. Our other makes are EMPIRE, IMPERIAL and CHAMPION, which are all great sellers.

*Get our prices before placing
your orders*

**J. H. STILL MANUFACTURING
COMPANY, Limited**
ST. THOMAS :: ONTARIO



A New Year's Greeting

from

The Hero Manufacturing Company

Philadelphia, Pa.

THE HOME OF

Hero Quality

METALWARE

OILERS BOTTLE-CAPS
DRINKING CUPS USEFUL THINGS

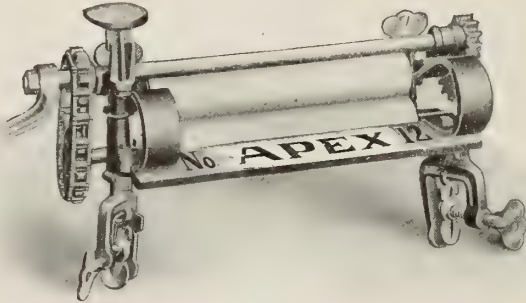
Your Jobber has them



Good Starters for 1912

The PLAYTIME WASHER is specially adapted for country use. Can be easily hitched to the small Gasoline Engine or Electric Motor which every up-to-date farmer now uses. It will cut out the drudgery of washing for the country housekeeper, as the VELOX WATER MOTOR MACHINE does for the city resident.

As a Hand Machine it Has No Superior



The
New
Apex
Wringer

Is chain driven,
has Double
Power Gears,
cannot get out
of mesh, and
turns easily
under load.

You Can't go Wrong in Stocking Them. The Selling Features are There.

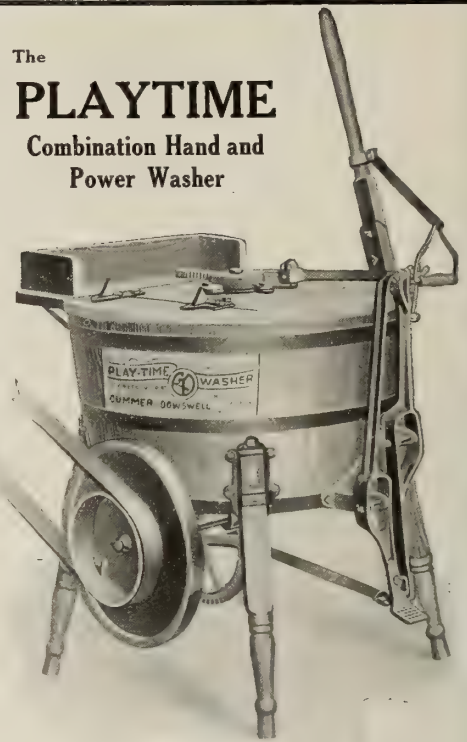
Made Only By

Cummer-Dowswell, Limited, Hamilton

ONTARIO

Agents: W. L. Haldimand & Son, Montreal; H. F. Moulden & Son, Winnipeg, Man.

The
PLAYTIME
Combination Hand and
Power Washer



GREENING

WIRE ROPE

For Hauling Threshing Machines and
Moving Buildings. Hay Fork Ropes, etc.

*We Manufacture All Kinds of Wire Rope
For All Purposes.*

Wire Rope Fittings

Wire Rope Grease

THE B. GREENING WIRE CO., Limited
Hamilton, Ont. Montreal, Que.

GREENING



LEEKNOTT
ROOFING

SANKOTE
ROOFING

"CASCO" ROOFING MATERIALS

were used on many of the largest buildings erected in Ontario during 1911—the LOWE BROS. New Paint Factory being one of our most recent undertakings.

Quality tells in landing big contracts, just as quality helps to build up a retail business. Be sure, therefore, to see our samples and GET OUR PROPOSITION before tying yourself up on a roofing contract for 1912.



The BEST ROOFING PROPOSITION for RETAILERS

LEEKNOTT roofing will satisfy the most exacting customers; it being made from the best long fibre wood felt, thoroughly saturated with genuine Trinidad Asphalt. It is guaranteed absolutely.

SANKOTE asphalt roofing is lower in price but is made expressly for Canadian climatic conditions. It has a sand-coated surface and is everlastingly waterproof.

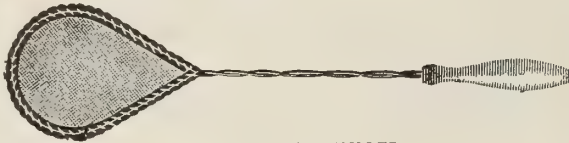
*In Quality, Selling Helps and Margin of Profit
we can interest you. Write for our proposition*

CANADIAN SUPPLY COMPANY

220 KING STREET WEST, TORONTO

Some Jobbing Specialties

That are in Constant Demand



"CANADA" FLY KILLER

Japanned wireweb surface—edge bound with velvet corduroy wooden handle. **Kills** but does not **Crush**. Will not soil the most delicate surface. Will not break glass.

Packed 1 Doz. in box—1 Gross in case.
Write for quantity price.



ASBESTOS STOVE MATS AND TOASTERS

No. 1 Light and Heavy Mats

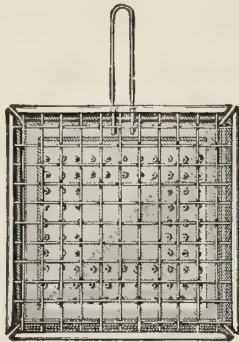
No. 2 and 3 Toasters

Packed 1 Doz. in a cardboard box



"BALLOON" FLY TRAP

A cleanly method of exterminating flies. Packed 1 Doz. in carton



THE "GYPSY" GAS TOASTER

Perforated steel plate—cross-woven coppered wire surface. Size 9 x 9 in. Toasts quickly and perfectly. Papered 1/2 Doz. in bdle.

E. T. WRIGHT & CO.

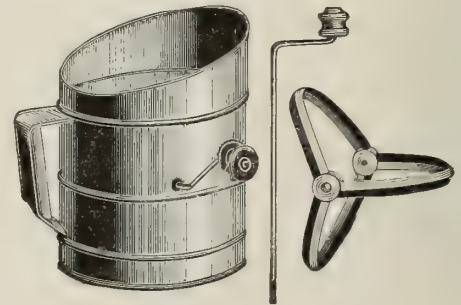
(H. G. WRIGHT)

HAMILTON, CAN.

Winnipeg Agents—MERRICK-ANDERSON CO.

Vancouver Agents—MERRICK-ANDERSON CO.

Toronto Agent—F. B. WILSON, 33 Maitland St.



THE "VICTOR" FLOUR SIFTER

Pass up all imitations and get the GENUINE VICTOR. Tinned rimmed reels, tin rimmed basket. Packed 1 Doz. in carton.

An Easily Operated, Strong and Serviceable ROPED EXTENSION LADDER

It is the safest and most convenient ladder for painters and contractors, as it can be adjusted to any height required. Has automatic hooks that lock every round and unlock between the rounds.

It is made of clear yellow pine and rock-elm rounds and can be easily converted into two ladders.

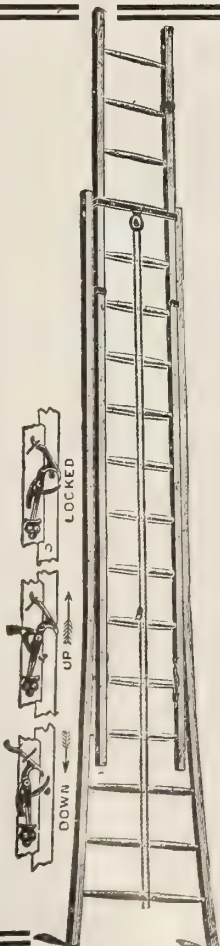
In all it is constructed to meet the requirements of a high grade ladder and never falls short of what we claim it to be.

Send for catalogue "C" and prices

The
Stratford Mfg. Co.
Limited

Stratford - - Ontario

Makers of Ladders for
Every Conceivable Purpose



THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited
OTTAWA

ONTARIO

Important Announcement

TO THE HARDWARE DEALERS
OF CANADA

Early this year we shall be ready to supply you
with a complete line of highest grade

"WONDER-SHINE WARE"

PURE ALUMINIUM
KITCHEN UTENSILS, ETC.

"Made in Canada"

These will be sold through the *trade only* and
not peddled to the consumer.

Please hold your orders until you receive our cata-
logue or see our samples. It will pay you. Our
prices will be right.

These goods will all be made in Canada in our own
factory.

*Write us to-day telling
about your requirements*

WONDER-SHINE, Limited

Manufacturers of Household Specialties

220 KING STREET WEST

TORONTO, ONTARIO

Here is a Way to Make More Profit on Paint Oils, Varnishes, Etc.

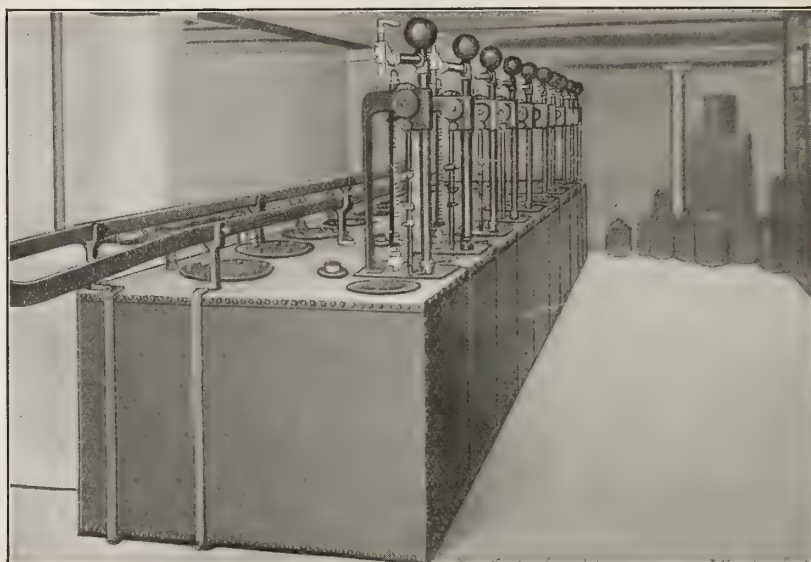
You realize that a certain amount of profit is lost when you sell oils and varnishes the old way; i.e., with ten measures and funnels from barrels or cans. You can't help it. Just look at the measures, funnels, faucets and floor, that will convince you that much is wasted.

If you will eliminate all the waste ordinarily sustained under the old method you can increase your profits from 10% to 20%, and in addition can add much to the attractiveness of your store.

This cut was made from a photograph of a Bowser System installed for

The Cochrane Hardware Co.
SUDBURY, ONTARIO

It consists of ten first floor outfits and three long distance outfits for volatiles.



Cylinder Oil
Machine Oil
Engine Oil
Coal Oil
Gasoline
Boiled Oil
Raw Oil
Turpentine
Black Oil
Harness Oil
Cod Oil

This Bowser Paint Oil System

prevents all loss. You can empty the barrels as soon as received, into the evaporation-proof, steel tanks thus avoiding any loss from absorption and leakage. It can't gum either.

The self-measuring pumps discharge the desired amount directly into the customer's can, count the gallons and show the amount to charge for fractional parts of gallons—so there is no chance for waste or loss.

The increased profits secured with the Bowser will pay its own cost. It will cost you nothing to investigate this money making equipment. You have everything to gain and nothing to lose. If we can't show you how it will improve your business and your profits we don't want to sell you.

Just detach the coupon and return it for our latest catalogue

S. F. Bowser & Co., Inc.

66-68 Fraser Avenue

TORONTO

ONTARIO

**S. F.
Bowser
& Co., Inc.**
Toronto, Ont.

Gentlemen :
Please send me your
catalogue No. 5N.

It is understood this
places me under no obligation
whatever.

Name

Address

***Buying Cheap Roofing
to Save Money
is like
Stopping a Clock
to Save Time***

WE ARE THE HEAD
of OUR CLASS in THE
ROOFING BUSINESS



MULE-HIDE

NOT A KICK IN A MILLION FEET—'NUF SAID

***Our Guarantee on Mule-Hide
is Money Back if not Satisfactory***

Our advertising proposition is one of the largest and most complete ever offered to local dealers.

We not only advertise MULE-HIDE ROOFING but we help you to sell other goods. Our original advertising proposition brings back old customers and starts new trade coming to your store—and it enables us to guarantee to increase your business 25 to 50 per cent.

MULE-HIDE is a winner and we will confine its sale absolutely to one dealer in each town.

Write to-day for our proposition

Delays Don't Pay

Mule-Hide Agency Does

DOMINION ROOFING CO., Limited

31-33 Front Street East

TORONTO

Big Ben

A Watchlike Sleepmeter



*Height 7 inches. - Dial 4½ inches.
Rings steadily for 5 minutes, intermittently for 10.*

HALF a dozen Big Ben in your store window will add life and ginger to the brightest display.

With every half dozen you'll get a complete set of Window Display Helps. If you make it a full dozen order, you'll get a solid mahogany display stand and two sets of display helps.

Big Ben advertisements are appearing in the leading Canadian Magazines and in all the United States Magazines having a Canadian circulation.

The retail Canadian price has been fixed at \$3.00. You may sell him for more if you wish but you may not sell him for less.

Big Ben is carried in stock by 53 Canadian wholesalers. The publishers of this magazine will send you the list on request.

In broken and dozen lots, \$2.20 less 5%. In case lots of 24, \$2.10 less 5%.

The Western Clock Mfg. Co.
La Salle, Illinois



VOLUME FOUR

TORONTO, JANUARY, 1912

NUMBER ONE

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WESTERN ONTARIO	- - -	GEORGE G. COLVIN
WINNIPEG AND WEST	- - -	JOHN A. GIBSON
NEW YORK, 318 Broadway, Phone 2034 Worth	- - -	A. B. ABRAMS
CHICAGO, 4059 Perry Street	- - -	E. J. MACINTYRE

Canada's Big Purchases from Uncle Sam.

of the United States. The figures issued by the Governments of both countries concur in revealing this fact.

Canada has for some years ranked third in importance among the purchasers of United States products. If the ratio shown by United States official figures for the first nine months of the year is maintained the end of this year will see the Dominion in the second position.

The figures we have before us show that during the nine months ending December last the United States exports to Canada were valued at \$220,482,736. The United Kingdom occupied the first position with \$358,288,054, while the figures for Germany were \$193,013,411.

Taking it another way, it took the total exports of the United States to all the Central American states, the West Indies and all the South American countries to equal in value those sent to Canada alone during the nine months.

Just where Canada stands as compared with other countries as a purchaser of purely hardware lines from the United States we cannot say. The American figures do not go sufficiently into details to show. Our own official figures, however, show that of our total imports

Nothing probably strikes the student of trade matters more forcibly than Canada's growing importance as a customer

of builders' and cabinet makers' hardware from all countries 90 per cent. came from the United States. Of nails 96 per cent. came from the United States; tools and implements, 73 per cent.; wire, 67 per cent.; lamps, lanterns and chandeliers, 74 per cent.; gas, oil and electric light fixtures, 92 per cent.; nickel-plated ware, 85 per cent.

Reverting again to the official figures of the American Government for the first nine months of the present calendar year, we find that in the following lines appertaining to iron and steel that Canada leads all other countries in her purchases from the United States, namely: Automobiles and parts, steel rails, structural iron and steel, wire, electrical machinery, pipes and fittings.

Canada is undoubtedly a favorable field for exploitation. With immigrants flocking in as they are, and towns and villages springing up all over the West at the astonishing rate they are, it could scarcely be otherwise. The immigrants are coming in at the rate of 400,000 a year, and as far as new towns are concerned, their number is legion. The Grand Trunk Pacific has built 125 new stations this year, and wherever there is a station communities more or less organized naturally follow. On the Canadian Pacific something like fifty new towns have been opened up during the year, and a short time ago it was estimated that over ninety would be started on the Canadian Northern during the twelve months ending December 31.

To estimate at three hundred the number of new towns which have had their birth in the Canadian West during 1911 seems to be well within the bounds of moderation.

In view of this, that such an aggressive manufacturing nation as the United States should be so energetically reaching out after Canadian trade is natural. Their geographical position gives them an advantage over their British and German competitors, who seem, however, to be equally ambitious to go up and possess the Canadian market.

But what about our home manufacturers? Are they fully alive to the growing importance of the home market? We are sometimes afraid they are not.

Improvement in U. S. Trade Pleases Canada.

ware dealers in Canada. With confidence in the market wanting, and prices without a settled basis, as they have been in the United States during the past year, the market in Canada could not but be sympathetically affected thereby. The effect was not serious. It did not cause paralysis of business as was the case in the United States.

In Canada the demand for iron and steel products has been so keen that we simply had to get them whether the market across the border was bearish or bullish. But there was always the thought in the back of the buyer's mind regarding the possible result the conditions obtaining in the United States might have upon prices in Canada.

Now that wire products, which declined four times, and each time a dollar a ton, since August, have taken an upward turn, following a more active demand and a stronger tone in the more basic metals, a more satisfied feeling naturally prevails in this country. We feel that a cloud is disappearing, and hope that the brighter trade conditions which have developed will continue to improve.

*May your New Year be even happier than
your profits are satisfactory.*

Lessons from the Census.

While Canada's population grew nearly two millions during the past decade a study of the census returns shows that part of the remarkable growth of the Western Provinces is made at the expense of the rural sections of Ontario.

Thousands of young farmers have sold or rented their farms in Ontario to take up land in Saskatchewan or Alberta and Ontario is to-day experiencing what New England and the Maritime Provinces suffered a decade or so ago—a movement of population to the farming lands in the West and to the manufacturing centres in the East.

This migration westward and cityward has its economic results upon the retail hardware trade. Stove trade in the smaller places has decreased materially in recent years although the large additions being made to the Western Foundry at Wingham and the Guelph Stove Company's plant indicate that the mail order trade in stoves is not falling off.

In some places the retail hardwaremen are fighting intelligently and, with the assistance of their local papers, have stirred up local sentiment to such an extent that very little mail order trade is done. St. Marys, on the one hand, is pointed out as a town where local retailers are holding their own while Ailsa Craig merchants are said to be losing ground to the mail order houses.

The movement cityward also has a deterrent effect on the paint trade as more brick and less lumber are used in the construction of buildings in the cities than in the smaller places.

The sales manager of a stove foundry recently suggested to one of his salesmen that there was a good opening for a live man to buy a run-down business in an Ontario town. "I'll try and find a customer," replied the traveller, "but I already have fourteen names in my book of merchants who want to sell out and go West." And another stove salesman reports that he met seven hardwaremen on a recent trip between Kin-

cardine and Harriston who had the Western fever and were ready to sell out.

"Far away fields look green" but "All is not gold that glitters." The West is a grand country full of opportunities for those who are willing to take a chance and put up with some hardships for a while in order to make a "stake" in a shorter time than is possible in the "cent belt" as the Westerners call Ontario and other parts where copper cents are accepted as specie.

But there's also splendid opportunities in the older parts of Canada and "Canadian Hardware" knows of many Ontario hardwaremen who are making considerably more than a good living. But they are men who are using live methods of pushing their business, rather than laying down to the big city stores and running away to the West only to find that the mail order problem is as big an evil there as here.

We don't say not to go West but urge upon Eastern retailers to organize and adopt live selling plans to offset the mail order houses.

Attend the Retail Hardware Convention at Guelph next month and discuss this problem.

*Hammer away for new business during the
New Year with the best advertising business
that thought can devise.*

Trade Conditions in Canada.

Trade conditions in Canada continue to be of a favorable character. In some respects they are better than they were a short time ago. In the three wheat-producing Provinces of the West the mild weather has permitted threshing to be resumed that was cut short by the early cold spell. On the other hand the "cashing in" of a good deal of the wheat crop is deferred on account of the inadequacy of elevator capacity and the shortage of railway cars to bring the grain to terminal points. But "growing pains" of this kind a young country developing as Canada is can scarcely be avoided. It is the price we have to pay for rapid growth.

The settlement of the labor troubles in the Western coal mines is a matter of no small moment. While the strike was on the loss of wages alone was about \$20,000 a day, entailing a loss of between four and five million dollars from this source alone during the eight months in which there was a cessation of labor, to say nothing in regard to that suffered by the mine owners, business men and the railways while operations were at a standstill. With the mines again in operation some advantage will accrue to the wholesalers and manufacturers of the country as well as much advantage to the retailers in the immediate vicinity of the mines.

Those trustworthy barometers of trade—the clearing house, bank and railway returns—continue to reveal an active and steadily expanding trade throughout the country.

In spite of the competition of the manufacturers in the United States, the iron and steel manufacturing firms have never wanted for business. They have at times been compelled to do business on little or no margin of profits, but their furnaces and mills have been kept busy. And now with better conditions and better prices obtaining in the United States, we may expect that the home iron and steel men will be able to do business on a more satisfactory basis from the standpoint of profits.

A Year's Progress

TO double its circulation during a year is as satisfactory to a publisher as it would be to a retailer or manufacturer to double the amount of his annual turnover.

A year ago the present management took over the Stove and Heating Journal (established four years ago), with a monthly circulation of between 900 and 1,000 copies. The field of the paper was broadened to include the hardware and paint trades, and stove dealers and manufacturers were given the benefit of an enlarged paper and circulation.

The announcement was made that the editorial policy of the new management would be to feature the selling, rather than the market end of the retail business, as in these days of keen competition a merchant cannot go as far wrong in his buying as in his salesmanship methods.

That retailers approved the policy we have adopted and appreciated the paper is attested by the fact that the paid subscription list has been built up to slightly more than double the list one year ago.

We are not content to stop here, however. We have decided to keep up an aggressive subscription campaign till practically every hardware dealer in Canada is a regular reader of this paper. This will be done by sending out from 500 to 1,000 sample copies, as occasion demands, and by sending out well-informed solicitors to interview the trade on behalf of the paper.

Advertisers, too, have shown their confidence in the Canadian Hardware and Stove Journal by their increasing use of its advertising pages.

From the beginning we have aimed to render the best possible service, by not only providing good reading matter and securing a wide circulation, but by going to the expense of printing the Journal on fine coated paper, in order that, with modern type and good illustrations, an excellent typographical appearance might be attained.

For nearly a year also advertisers have been given the opportunity of making special announcements on the front cover of the Canadian Hardware, Stove and Paint Journal, a

new advertisement appearing in this position each month. A steady improvement has been made also in the front cover design, and readers will, we feel sure, give our artist the credit he deserves for the excellent design on the cover of this issue.

As in the past, the Canadian Hardware, Stove and Paint Journal will set the pace during 1912, and as a result of competition advertisers and subscribers will get better service than was given them before this paper came into existence.

Announcement is made in this issue of a series of competitions in which \$144 in cash prizes is offered for competition amongst hardware merchants, clerks, traveling salesmen, etc. These competitions should excite considerable interest and be the means of bringing out much valuable information for all engaged in the retail business.

A series of articles on "Cost Accounting in the Retail Store," has been arranged for, while other plans for making the paper more valuable to retail merchants and store salesmen, are in process of development.

The articles which we have been running regularly, giving suggestions on window trimming, show card writing, and business methods generally, will be supplemented by other contributions on these subjects, and the staff of regular contributors will be materially enlarged during the year.

The increased value of the paper, coupled with active solicitation of subscriptions by our canvassers in the different Provinces will, the publishers anticipate, result in the addition of another thousand names to our list during the coming year.

In appreciation of the increased support given the Canadian Hardware, Stove and Paint Journal during 1911 and in anticipation of a similar increase during 1912, the publishers promise to make the Journal an even more useful and helpful publication than it has been, and extend to all readers and advertisers its best wishes that 1912 will be for them the same satisfactory year it bids fair to be for us.

Happy New Year!

Guelph Hardware Convention will be the Greatest Ever

Six weeks more and the Seventh Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association will be on and hardware retailers, manufacturers, jobbers and salesmen will be heading for Guelph, the 1912 convention city. And there will be ample hotel accommodation to care for all, despite the talk "on the road" that Guelph hotels cannot handle the crowd. The civic authorities have given assurance that there is good hotel accommodation for 600 and, in addition, they have compiled a list of over 100 first-class private residences where from one to four can be given board or sleeping accommodation.

Hotels and Their Accommodation.

Wellington, 70 rooms, 150 persons, \$2 to \$2.50.
King Edward, 62 rooms, 150 persons, \$2 to \$2.50.
American, 40 rooms, 30 persons, \$1.50.
Victoria, 39 rooms, 20 persons, \$1.50.
Commercial, 52 rooms, 50 persons, \$1.50.
Albion, 42 rooms, 20 persons, \$1.50.
Union, 23 rooms, 20 persons, \$1.50.
Western, 40 rooms, 30 persons, \$1.50.
City, 40 rooms, 25 persons, \$1.50.
Priory, 26 rooms, 15 persons, \$1.50.
Queen's, 40 rooms, 40 persons, \$1.50.
Grand Central, 20 rooms, 40 persons, \$1.50.
Royal Hotel closed at present.

No Hotel Headquarters.

The Hardware Association are not naming any hotel headquarters this year as last year's experience at Peterboro was that bum cots were called into service at the noisy Oriental Hotel while good beds were left empty at the National, White, Snowden and other hotels.

License regulations in Guelph are very strict also and those who seek to stretch the convention days into twenty-four hours long will probably have to do it without additional stimulation than the jolly convention spirit always manifest at hardware conventions in Ontario.

W. J. Carter, the "live wire" who hails from Pieton, wrote early in December saying that he had heard reports of shortage in hotel accommodation at Guelph, and suggested that sleeping cars be secured from the railways. The matter was taken up with Mayor Thorp, of Guelph, and a list of hotels, accommodation, etc., was supplied by R. McDonald, Publicity Commissioner, City Hall, Guelph, who will personally see that reservations are made for any who request him to secure accommodation for them either in hotels or private houses.

Railway Arrangements.

All the Canadian railways east of Fort William have granted reduced rates on the convention certificate plan so that any one connected with the hardware trade in Ontario, Quebec or the Maritime Provinces can travel to Guelph at single fare rates, tickets being good going from February 15 to 21, and returning up to and including February 27. Delegates from points west of Fort William will probably have to pay regular fare to that point and then take advantage of the conven-

tion rates. Any intending Western visitors should notify Secretary Wrigley in advance.

Convention Programme.

Monday, February 19, will be preparation day, the executive holding a meeting, and the Hardware Exhibition being open to the people of Guelph from 8 to 10 p.m.

Tuesday, Wednesday, Thursday and Friday mornings the Exhibition Hall will be open to hardwaremen only. On Wednesday night and Thursday afternoon the exhibition will be open to the public.

Convention meetings will be held Tuesday, Wednesday and Thursday afternoons, with a question-box discussion on Wednesday evening.

Special programmes are being arranged for Tuesday and Thursday evenings, a "smoker" being suggested for Tuesday and a progressive euchre party with about one hundred prizes being under consideration for Thursday evening.

The Wednesday afternoon session of the convention is to an open meeting at which manufacturers, jobbers and travellers will be given an opportunity to bring forward any question they desire the retailers to discuss, although "Retail Salesmanship" will be the main subject under discussion.

The Biggest Exhibition Yet.

The exhibition at Guelph will be by long odds the biggest hardware show ever held in Canada. The original plan had ninety-one booths but extra space has been secured and about ten Galt hardware manufacturers will make displays in the market building connecting the City Hall (where the convention meetings will be held) and the Winter Fair Building (the main Exhibition Hall).

Altogether about eighty manufacturers have already arranged to make displays, about a dozen using two spaces and some three or four. There is still accommodation for about a dozen more. Contracts for carpentry, sign painting, etc., will soon be let, this work taking considerable time in order to have the building ready several days before the convention.

No Graft In It.

"I would exhibit if you didn't charge so much for space," wrote a manufacturer last month, but when he was offered a 12 x 12-foot booth for \$25, the Association paying for the lumber and carpentry work, decorating the booth with bunting, putting a sign 12 feet long by 18 inches wide across the top, providing a hall well heated and lighted, with a band one or two nights, and assuring him of the attendance of several hundred possible customers, he revised his remark to "I've been misinformed. Your charges are certainly reasonable and I'll exhibit if I can get my goods ready in time."

The low charges are made possible only by the fact that the convention and exhibition halls are provided free by the city in which the convention is held. Frequently cities pay hundreds of dollars for the privilege of entertaining smaller conventions than that of the Hardware Association but no civic grants have ever been made to the Ontario Association.

In Montreal there is to be a hardware exhibition next

February and considering the fact that big rental has to be paid for the use of the Armouries the rates charged for space are equally low. At the Boston convention last March \$65 was charged for an 8 x 8-foot booth and similar rates prevail at the hardware exhibitions in other States where the attendance is about the same as in Ontario.

The Convention Badge.

The Taylor-Forbes Company, Guelph, have prepared patterns and are now making a badge for the Guelph convention, their idea being that the badge shall be a miniature model of the fine line of farm bells manufactured in the big Taylor-Forbes industry in the Royal City.

Adam Taylor exhibited one of the "T.-F." bells at the Hamilton convention three years ago and its constant ringing was a feature of the gathering. Everybody will be given a "ring" at Guelph, the badge being a small cast bell suspended from a ribbon and name plate.

Window Dressing Competition.

W. J. Illsey, a window trimmer of wide reputation who learned to arrange displays at Picton and for many years has been window dresser and cutlery salesman for the J. H. Ashdown Hardware Company, Winnipeg, has been invited to attend the Guelph convention and arrange a series of trims in the local hardware store windows at stated hours when delegates to the convention can be present and see the work being done. If Mr. Illsey accepts it is felt that a really practical work will be done towards improving the standard of hardware window trimming in Ontario.

The Convention Question Box.

The following questions have been sent in by members for discussion at the Guelph Convention.

If any one in the trade has any other problem he would like to see discussed they are to forward them to Secretary Wrigley, McKinnon Building, Toronto.

In what way can we be of benefit to each other between our regular meetings?

Is it more effective to handle and push one make of stoves than to carry several brands?

What is a healthy limit for the expense account as compared with total sales; or, what proportion should be figured between the two?

What brings the most trade, selling price, purchasing price, quality and quantity, location or advertising?

Does it pay to dress show windows in a small town?

Should the selling price of goods be marked in plain figures or characters?

Does it pay to make presents to customers?

What do you think in regard to the insurance of book accounts?

Is it a good business proposition to sell stoves on the terms adopted by some of our city dealers, \$1 down and \$1 per week?

What is the best, safest and cheapest light for a hardware store?

Can a strictly hardware business succeed under the present conditions of trade, or should we add side lines in order to make a success?

How can we best control merchants in other lines who order hardware supplies and turn them over to their customers at cost?

EASY MONEY FOR TILLSONBURG FIRM.

Pow & Wilcox, Tillsonburg, write the Secretary of the Ontario Association under date of December 22, 1911, as follows:

Weston Wrigley, Toronto:

Sir.—We thank you for the pleasant surprise accompanying your letter of December 21 in the cheque for \$3.65 collected from one of our bad accounts. When this man left these parts for Regina we would have sold the account for ten cents on the dollar but as your collection letters have proved wonders on several such occasions we thought we would try again, and the second letter brought the above pleasant results.

"As a mere suggestion it strikes the writer that greater wonders could be done were we to establish a collection department in connection with the Association, something along the same lines as the Detroit Collection Agency, a copy of whose claim sheet we here enclose. These sheets could be sent to hardware merchants and if the regular collection forms proved a failure, turn the accounts over to this department on a commission that would pay the Association a good profit.

"Would be very glad to hear the views of some of the officers re this suggestion and steps could be taken to bring the idea to a head at our great gathering on the hardware red letter days at Guelph in February.

"W. G. POW."

HARDWAREMEN IN LEGISLATURE.

Thomas Marshall, of Congdon & Marshall, Dunnville, one of the best known hardwaremen in Western Ontario, and a member of the first executive committee of the Ontario Retail Hardware and Stove Dealers' Association in 1906, was a successful candidate for election in the Provincial elections in December, he running as the Liberal candidate in Monck. Mr. Marshall is a university graduate who chose retailing in-



THOMAS MARSHALL, M.P.P.

stead of medicine or law, and has won a favorable reputation as a successful merchant, besides showing public spirit in taking a leading part in the organization of rural telephone lines.

A. Dunlop, the newly elected Conservative M.P.P. for Renfrew, is a lumberman who is also interested in the retail hardware business.

M. S. Madole, Napanee, and Robert Smith, Bolton, two well-known Hardware Association members, made creditable runs as the unsuccessful Liberal candidates in their respective ridings. Joseph Akitt, Creemore, another Association member, was prevented from being a candidate by the sharp practice of the local returning officer.

GUELPH, the City Famous for its Municipal Ownership

THE MAYOR AND CORPORATION of the City of Guelph extend a most hearty invitation to the Members of the Ontario Retail Hardware and Stove Dealers' Association to visit the Royal City during the Seventh Annual Convention to be held in Guelph on Feb. 20, 21, 22 and 23, 1912.



Guelph as a Manufacturing Location

A Few of the Features

Excellent sites are available for factories, free. These are situated on or off the railways, as required. Cash bonuses, and loans at low rate of interest.

All important railways have first-class passenger service here.

In addition to having an active City Council and Board of Trade, the city maintains a distinct department for encouraging and developing its industrial and manufacturing interests. Every encouragement is extended any enterprise that will aid in the extension and building up of the city

Communications are solicited. Information cheerfully furnished.

Write, Wire or Phone to

R. McDONALD, Industrial Commissioner, City Hall, Guelph, Ont.

Guelph
City Hall
and
Winter Fair
Building



Where the
Convention
Sessions and
Exhibition
will be held

Seventh Annual Convention and Exhibition

ONTARIO RETAIL HARDWARE
—AND—
STOVE DEALERS' ASSOCIATION

Guelph, February 19 to 23, 1912

CONVENTION PROGRAM.

The Convention will open Tuesday, Feb. 20th, at 2.30 p.m. Business Sessions will be held each afternoon. An invitation is being sent to Hardware M.P.'s and M.P.'s to be present Tuesday afternoon, when the Weights and Measures petition, Parcels Post and other matters of Legislation will be discussed.

Wednesday afternoon the theme will be Retail Salesmanship—Travellers, Jobbers and Manufacturers being invited to join with the Retailers in this discussion.

Wednesday night will be Question Box night, preceded by a discussion on "Waste in the Hardware Store."

Thursday afternoon the convention will go into Executive Session, discuss committee reports and elect officers.

ENTERTAINMENT FEATURES.

A real live smoking Concert and "Get Acquainted Social" will be held Tuesday evening, from 9.30 to 11 p.m.

A progressive Euchre Party will be given on Thursday night—one hundred tables, and, it is anticipated, at least one hundred prizes.

Guelph's chief attractions to outsiders are the big Taylor-Forbes plant, the Agricultural College, and—to some—the new Central Prison.

Details of the Window Dressing Feature will be announced later.

OVER 100 EXHIBITORS.

Of the hundred and ten booths in the Winter Fair Building only about ten are not yet allotted, and the others will soon go.

The Exhibition will open Monday, Feb. 19, at 8 p.m., open to Guelph citizens, complimentary tickets will be given to Guelph factory employees and their wives.

Exhibition will be open each morning for retail hardwaremen only, also Tuesday night.

Wednesday night and Thursday afternoon will also be open to Guelph citizens.

Exhibition closes Friday noon to enable exhibitors to transfer their displays to the Montreal Exhibition.

EDUCATIONAL OPPORTUNITIES.

The latest goods and most up to date ideas in salesmanship will be featured in the Exhibition Hall.

The exhibitors do not spend good money each year for a "good time"—they do it to help their retail customers increase their business.

It will pay any retailer to take a few days off and study the selling points of the many new lines on Exhibition.

And there'll be some good opportunities to buy as there'll be lines shown many have never seen before.

SINGLE FARE RATES ON ALL RAILWAYS

From any point in Canada east of Fort William, good coming Feb. 15 to 21 inclusive, and returning up to Feb. 27. These rates are good for any one who asks for a Convention Certificate with his ticket. Hotel accommodation for 500 to 600, and plenty of good private homes open to visitors.

Send in your Membership Fee now—\$3.00 to Ontario Retailers; \$1.00 to Travelling Salesmen, and \$1.00 to Retailers in other Provinces. Address

WESTON WRIGLEY, Secretary, 410 McKinnon Building, Toronto

An Assured Success

J. A. Beaudry, the energetic secretary of the Hardware Section of the Quebec Retail Merchants' Association, reports that although the question of holding an exhibition at Montreal was only decided upon late in November a large percentage of the booths have already been applied for and the Sixty-fifth Regiment Armouries will be none too large for the three score firms who will make displays.

The Montreal exhibition will be held during the annual convention of the Hardware Section of the Quebec Retail Merchants' Association; February 27, 28, 29, and March 1, the meetings being also held in the Armouries, where the exhibition is to be held. It is estimated that at least three hundred French-Canadian merchants carrying hardware stocks will attend the convention and spend considerable time studying the displays in the Exhibition Hall. The attendance last year was over two hundred without the attraction of an exhibition.

A Deserving Enterprise.

The enterprise of the Montreal Hardware Section of the R. M. A., under the leadership of Past President Fred C. Lariviere, President Arthur Leger and Secretary J. A. Beaudry, should be rewarded by the success it deserves as the retail hardware trade throughout Quebec Province can undoubtedly learn much from the displays made by the various manufacturers as well as from the selling pointers which the representatives of

the exhibitors are only too willing to give to retail customers.

An illustration of this occurred last February. The big Taylor-Forbes display was taken from the Peter-

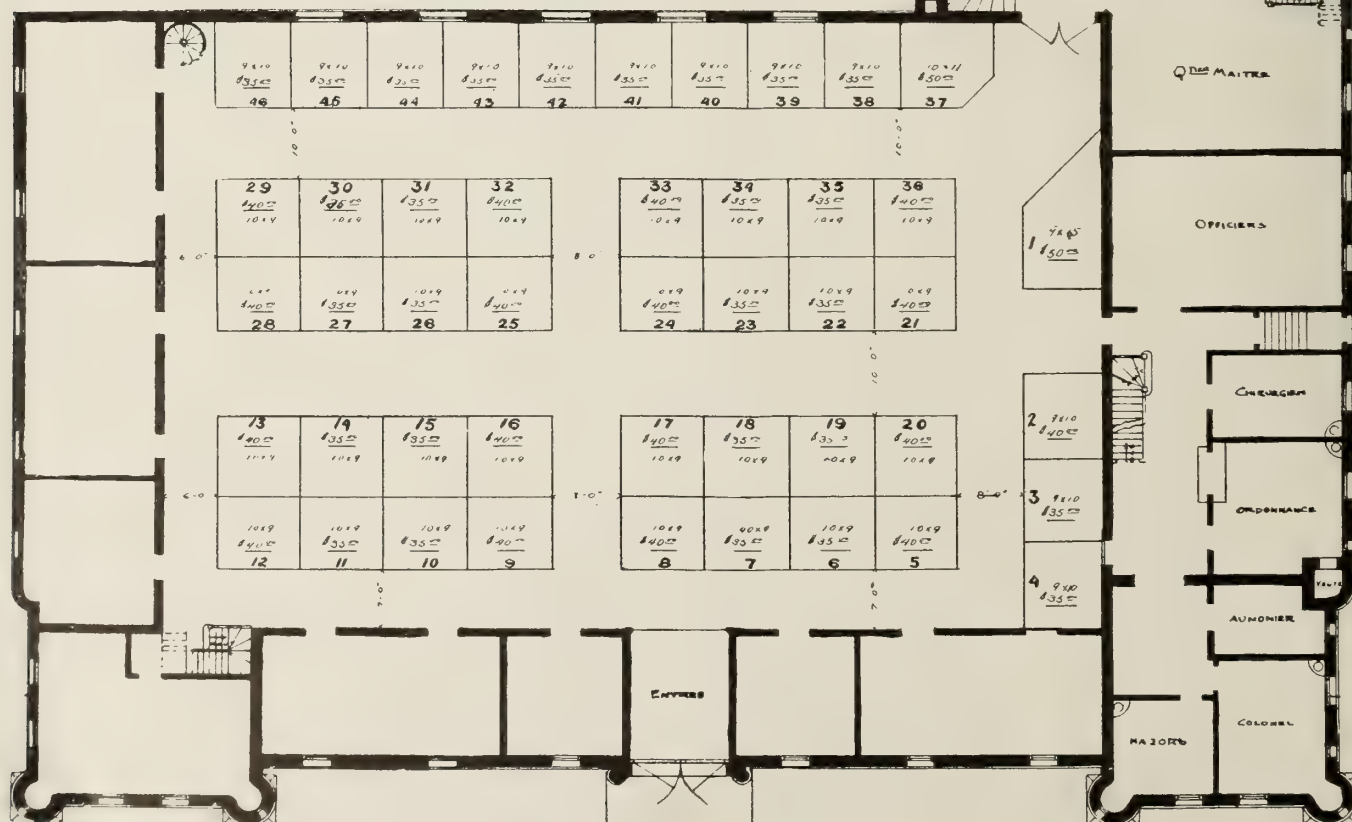


J. A. BEAUDRY, Montreal, Secretary Hardware Section, R.M.A.

boro convention to the Montreal display rooms of the Taylor-Forbes Company, and C. F. Smallpiece, Montreal manager of the Taylor-Forbes Company, sent out

Montreal Hardware Trades EXHIBITION

February 27th. 28th. 29th. and March 1st. 1912



invitations to about a hundred retailers asking them to come and see the display. About ninety accepted and their expressions of astonishment at the large variety of goods made by Mr. Smallpiece's principals and the high quality of the "T.-F." goods in comparison with similar goods of American manufacture, many lines of which are scamped in weight and finish, was the subject of much discussion. Right there was the beginning of the movement to give Quebec retail hardwaremen a similar opportunity to learn more of the high quality

man, Fred C. Lariviere, Kennedy Stinson, A. Raymond, O. Deserres, A. Rochett, Geo. Benoit, Thos. Curry.

An advisory committee has also been appointed composed of the following gentlemen: A. A. Bittues, Gillette Safety Razor Co., chairman; Chas. F. Smallpiece, Taylor-Forbes Co.; W. H. Gerke, Martin Senour Co.; W. H. Ford, Canada Cement Co.; Weston Wrigley, Canadian Hardware, Stove and Paint Journal.

HARDWARE CONVENTION SONGS.

Jolly noisemaking has always been a feature of the Ontario hardware conventions and the convention at Guelph will be no exception to the rule, though it may be more musical as W. G. Howell, of the Bond Hardware Company, Guelph, leader of one of the best church choirs in the convention city, has promised to be convention choirmaster.

Here are three of the latest additions to the convention songsheet compiled by Secretary Wrigley, who will be pleased to receive additional suggestions from any member:—

Tune: "Alexander's Rag Time Band."

Come on along, come on along,
To the Hardware Convention.
Come on along, come on along,
It's the best time of the year.
You can see a hardware show
Like you never saw before,
So excellent that you'll want to see some more,
It's just the bestest show what am, honey lamb.
Come on along, come on along,
Let us take you by the hand
Up to the man, to Russell Chown,
Who's the leader of the band;
And if you want to take part in
The Question Box Discussion,
Come on along, come on along,
To the Hardware Convention.

Tune: "Every Little Movement."

Our Hardware Conventions have a meaning of their own—
They bring us all together in a town far, far from home.
And when we gather no one may measure
Our rejoicing or how we treasure
Each reunion, such joy and pleasure
Brings a gladness that's all its own.

Tune: "Down in Jungle Town."

Stand, with stein in hand,
And drink the toast
We love the most,
It's a health to the hardware trade,
To the good old hardware trade.
Cheer, come on and cheer,
A three times three, with laughter free,
We'll be true, and loyal through and through
To the good old hardware trade.

Roy Stafford, Belleville, was one of the most delighted hardwaremen in attendance at the Peterboro convention. He's on his honeymoon this month but he'll not let that prevent him from coming to Guelph in February.

"Tom" Wright, Toronto salesman for H. S. Howland, Sons & Co., heard so much about carrying samples that he always carries along more than his picture book. John Caslor vouches for this.

Travellers from all parts of Ontario report that the attendance at the Guelph convention will be the biggest ever. Dozens of retailers who have never attended a convention before will visit Guelph this year.

The convention committees are being formed and will soon be getting down to active work. Suggestions are invited from travellers or retailers regarding any feature of the convention programme and offers to assist on the entertainment end will be appreciated.



ARTHUR LEGER, Montreal
President Hardware Section B.M.A.



FRED. C. LARIVIERE, Montreal
Past-Pres. Hardware Section, R.M.A.

and extensive variety of "Made in Canada" hardware by holding an exhibition in Montreal patterned after the successful hardware exhibitions held each February by the Ontario Association.

Architects to be Included.

The exhibition is to be open for four days and while the Quebec hardwaremen are the ones for whom it is



A. A. BITTUES, Montreal
Chairman Advisory Committee, Montreal Hardware Exhibition

primarily arranged and who will gain the most from it, an invitation is also to be extended to architects and builders to visit the exhibition and study the goods displayed. The Armouries will also be open to the public for one day, a small fee being charged to ensure the attendance of only those who are desirable visitors.

A floor plan showing the numbers and prices of the various booths is reproduced, and in view of the rental of \$100 per day charged for the Armouries, the prices charged are exceedingly moderate.

The committee in charge of the exhibition includes the following Montreal retailers: Arthur Leger, chair-

Window and Newspaper Advertising

Effectiveness of Moving Displays

By J. Crabtree

In a town which shall herein be nameless there exists a happy combination advertisement between a hardware firm and a land agency. Their combined window "ad" drew me up to it in spite of myself as I was passing along the sidewalk.

Somewhere I have read it, as stated by an authority on advertising, that if you wanted to get extra fine effect from your window "ads" that it would be found very effective to have the ad arranged so that there would be motion of some kind to it.

Now I will describe this ad which so attracted my attention, for there was nothing about it but what could be installed most anywhere for at least a part of the year. To begin with it was a landscape effect with some of the genuine soil from the place that was advertised. Now through this soil there ran a small brook that kept the soil just moist enough to do business right. On the soil there grew some alfalfa. On the edge of the created land picture there was a bunch of eggs, a "print" of butter, a piece of pork and a silver dollar and to all these articles there were streamers of ribbon leading to a central card which contained a crisp notice of the land for sale and an invitation to make further inquiries within.

Distributed around at convenient points there were miniature tools, such as rakes, scythes, sickles and various other tools which are familiar to the hardware trade. The stream of water ran through the soil continually. Now there was a crowd in front of that window all of the time. You never could go down that street without seeing people in front of that window.

That landscape certainly drew people into the store and then it was up to the people inside to do the rest. It certainly created interest. While it is a somewhat difficult matter to think up such things in our line of business, it is not entirely out of the question. I will give another one that attracted my attention in another town. It is not an entirely new scheme, as I have observed its operation in at least three other places; but in every place it drew well and made sales.

One scarcely realizes how much more an open gas burner consumes of gas than does a burner of the mantle type, until he sees the two in actual operation. He might, if he ever stopped to look over his gas bills, but the chances are, with many people, that some one else tends to that part of the business, or don't ever give a darn anyhow.

In the window to which I have reference there were installed two gas burners and both were lit and doing their level best. One was an old type open gas burner while the other was a more modern style and it diffused light from a mantle. Attached on the gas pipes leading to these two burners were two registers. Both the gas pipes were taken from one main pipe which was in plain sight so there was no chance for argument on the question.

The registering needle on the pipe that led to the

open burner travelled at a speed of at least two and a half times the speed that was indicated by the register of the mantle burner.

There you had cause, effect and the drain on the pocketbook all shown to the naked eye at the same time. What argument could be more effective? Besides all this, the amount of light given by the mantle burner was several times as much as the glimmering of the open burner, and at a far less cost, always remember that. It proved itself right out from the very start. An actual demonstration that could not be disputed. Were the folks interested some? Do you think that such an argument would get results in your town? Try it out if it has never been tested there and find out. It would not be an expensive operation to instal such a plant in the front window and prove some things to the people who passed by.

It shows up best in the evening when you may not be there to attend to custom, if you close up early as many do.

You can pass along the streets of any city of considerable size that is well lighted and you will hardly notice the signs that are not well lighted up or in



A Unique Window Display of Game Traps

motion. In those towns many people are on the streets between the hours of seven and ten in the evening, and with their eyes wide open at that. Consequently it behoves one to attract their attention and convey some idea to their minds of one's business.

Now I am not for one moment knocking the newspaper line of advertising. Use that too. Call attention

to any attractive window ad that you will have say three or four days before you intend to put it in. They will then be looking for it in advance. Then go to it and see that you live up to your promise in the matter.

The modern newspaper or magazine, at whatever price it may be sold for, has come to be the means of communication between the merchant and the public. There are some, I know, who are so slow in their ideas that they think they can distribute hand bills around or use the fences for tacking cards on and reach the people; but when they come to stack up the results they will find that this kind of advertising has not paid.

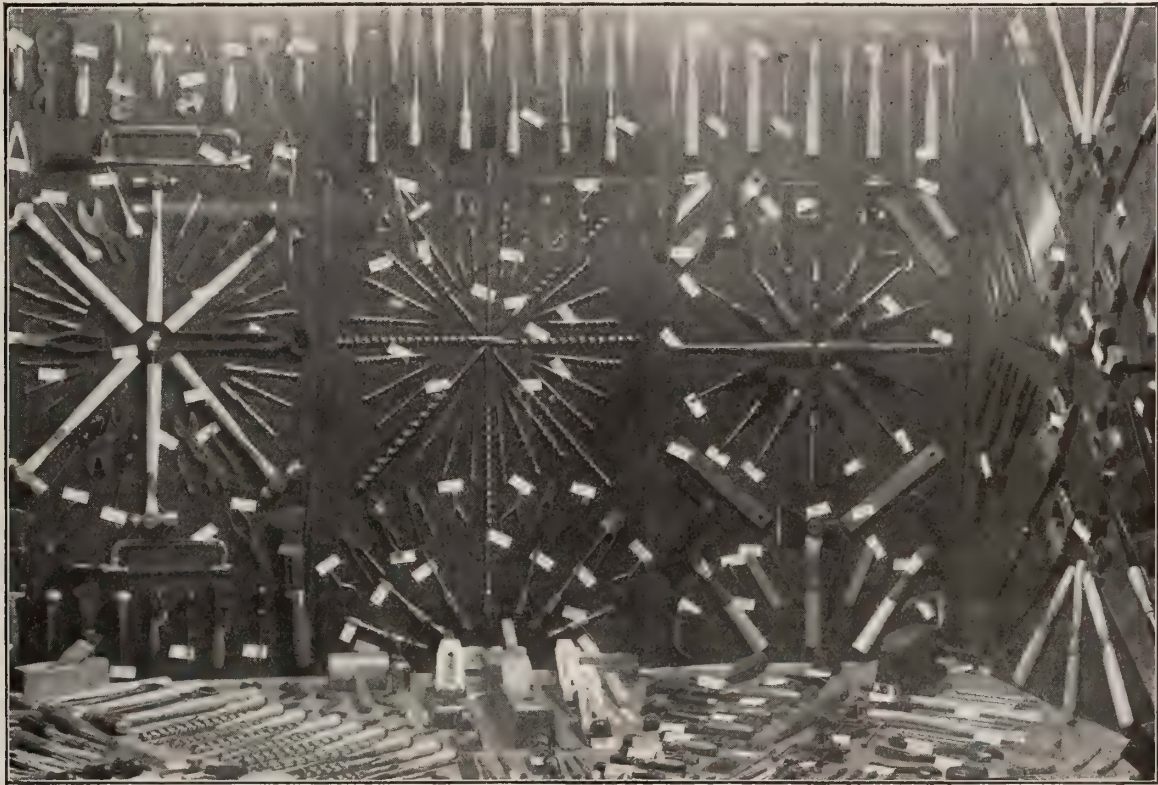
People read magazines and newspapers nowadays, and they also have a sort of antipathy to the man who has not sand or sense enough to make use of the papers in telling them what he has for sale. They get an idea that the man who uses the fences is in the class with the party who has patent medicine ads plastered all over

fession need such supplies as guns, ammunition, etc., but it gives to every passerby an impression most favorable to the store and one which will cause him to remember such a dealer's place when in need of any sporting or hardware supplies.

PRICE CARDS ARE EFFECTIVE.

A short time ago a new five and ten cent store was opened out in Omaha and the first day's sales are reported to have been in excess of \$4,000. The Trade Exhibit in assigning a reason for the great interest shown in the store's opening and the unusually heavy sales gives a large share of the credit to the system employed in stores of this character, of using price tickets on all goods.

The windows were filled with very attractive displays of "bait." And, of course, inside the store everything



A Display of Builders' Hardware arranged by C. H. Smith with D. W. Douglas, Campbellford, Ont.

the landscape. Besides there are dozens of people who never would pass along that certain road anyhow.

Go to them with an ad that will get into their home at least once a week. Daily would be better, and that they can be drawn up to the very front of your store, give them a motion picture if possible.

AN ECONOMICAL AND ATTRACTIVE WINDOW.

This window, which displays a woodland scene such as is encountered by any trapper, certainly is one which will attract both the professional trapper and the boy who takes to such out-of-door amusements. The material, aside from cards, posters, etc., supplied by the Oneida Community, Ltd., is very easily and inexpensively gotten together, the total cost of putting in this window being something like \$2.

Consequently, the benefit derived from this window is not alone that it leads to increased sale of traps and brings to exhibitor's store a class of people who by pro-

was well displayed, carefully grouped and plainly priced.

How much business do you suppose this store would have done had price tickets not been used?

Think a moment—suppose each customer had to ask the price every time some article attracted her attention and a clerk had to answer, and then the customer stopped to think whether she really wanted the article at the price while the clerk waited for her decision.

It would have been a physical impossibility to have sold anywhere near that amount of goods, because the time consumed in asking and answering questions would have greatly reduced the amount of sales possible to be made in a given time.

Think of this, you retailers who believe that the price is a secret to be gently whispered in the customer's ear—and then argued about indefinitely.

The modern way—the money-making way—is to price your goods right—then put that price in plain figures where all may see.

The Ad. Critic

By S. M. L. Pica

E. J. Coles Co., Woodstock, Ont. (size of original 10 x 4½). This advertisement is well written, but its strong feature is the prices which are given. As I have pointed out before in this department, it is always well to quote prices. The last paragraph, however, was unnecessary as the reader's attention was scarcely likely to be arrested in view of the greater attractiveness of what appears above. Another advantage, if this paragraph had been removed, would have been the allowance for a little wider spacing in the two narrow columns containing the list of the goods advertised.

Watts & Bate, Limited (size of original 3 x 4½). This is an attractive little advertisement. I would suggest it would have been a little better if the paragraph speaking about ladies' wicker work baskets had been left out and a line inserted regarding scissors which are also shown in the illustration but not named in the reading matter. Another line might also have been added dealing with ordinary razors as also shown in the illustration.

The Elliott Hardware Co. (size of original 5½ x 4½). This advertisement, no doubt, attracted the young people who are looking for skates, hockey sticks, etc., and is a good model for other advertisers to work upon. The effectiveness of the advertisement would have been increased had the work of the printers been a little more carefully done.

Martin, Finlayson & Mather, Limited (size of original 20 x 9). This is one of the best advertisements of the kind I have seen. The space occupied is well proportioned and all the articles advertised stand out clear as well as the prices, which will be noticed are given in every instance. There is one little criticism, however, which I would like to make and that is in regard to the top line. It was not necessary to give the name of the firm at the top when it had a place at the bottom. If this top line had been omitted there would have been ample room to have the word "skates" in larger and more attractive type.

Cragg Bros., Limited, Halifax (size of original 8 x 4½). The best feature about this advertisement is the appeal it makes for the purchase of home-made goods. From the typographical appearance, however, the advertisement is not as strong as it might be. It is too much of a jumble. Consequently it does not stand out very clearly. An advertisement to be striking and attract attention at a glance should avoid the appearance of disorder. The stars on either side of the word "skates" are somewhat out of proportion, being larger than the words which they enclose.

Whitney Bros. (size of original 2 x 4½). This little advertisement from a physiological point of view is all right. It catches the eye, but its effectiveness is minimized by its wording. It is scarcely good selling talk to draw the attention of the housewife to gas stoves for warm weather use when we are in the month of December.

Collingwood Hardware, Limited (size of original 9 x 4½). This advertisement is on the whole a good one, both in its composition and its typographical appearance. One suggestion which I would offer, however,

prizes given away at Spangler's—Ask about it." Then I paid a boy to lead the cow about the streets of the is the same as that is in Martin, Finlayson & Mather, Limited, advertisement, and that is that words "Collingwood Hardware" on the top of the advertisement would have been better left out, thus allowing more prominence to be given the "The line and place for stoves."

RETAIL HARDWARE ADVERTISING.

At the recent meeting of the Oklahoma Hardware and Implement Association the following discussion ensued in regard to the question, "What do you consider the best method of advertising a retail hardware store?"

M. C. Hale, Tulsa.—That depends a good deal on whether you cater to city or country trade. In the majority of cases the dealers cater to a country business. Now where I am situated the larger portion of our business is city business, and it has to be handled differently. For instance, a firm in our town last year that caters to the country trade put on a stunt that I believe is the best thing I ever saw. They got out a catalogue and hired a fellow with a horse and he travelled through the country and made every farm house within ten or fifteen miles of Tulsa. He would leave one of these catalogues at each house and would give them a little talk, and a little card that didn't cost very much, and when he got through this new firm was known by every farmer within ten or fifteen miles of Tulsa.

Now no one else there had been doing anything of that kind and I know for a fact that they got in with the farmer trade. The catalogues cost them \$88 a thousand. I don't remember just how long it took them but I know the expenses did not total up very heavy, and for getting in with the farmer there is nothing better on earth in the way of advertising along this method. I went out for two weeks with a cream separator and I know it paid me from the time I was out, and the friends I made came into the store.

Of course in handling city trade you have to use a different line of advertising and do many different things, but where you handle farm trade the above line is the most profitable. You can also take certain articles out of your stock and sell them as you go along and make your expenses, and when you come in you have your advertising done and without a cent of extra expense. We use general publicity in the city business, fix up our show windows, changing them frequently.

A year or two ago I sent a party to every house in town and paid him \$2 a day. He left a chance on a \$25 gas heating stove. When he came in he had not only left the chances but had a list of the names of the people who were in the market for stoves. When he called he would ask them if they were in the market, and we took the list and afterwards mailed advertising to them. We pulled the drawing off before Christmas and I took the stove out on the sidewalk and ran the gas out from the store and connected up the stove. We advertised that unless each person holding a chance was there in person his ticket would not be honored; consequently, we had about 2,000 people in front of the store. I tried to count them but could not. We got good results and it did not cost us much.

W. W. Spangler, Mulhall.—I am called "the advertising man" up in my country. My best stunt was this. I got a fine full blooded Jersey cow, had a blanket made and had painted on it, "This cow and forty other

town. It brought people into the store. Then we gave them a card on which was printed our method of giving this cow away, and told them that our reason for doing this was to encourage cash business and that for every purchase amounting to \$1 a percentage would be applied to their note or account. I also had several signs painted and put up along the roads. I used lead pen-

THE RETAILERS CO-OPERATED.

An instance of where local dealers showed the "long head" in co-operating with the national advertiser in promoting the sales of nationally advertised goods was shown at the Industrial Exhibition of the Binghamton, N. Y., Chamber of Commerce.

For the occasion the Babcock, Hinds & Underwood

Interesting List From Our Hardware Dept.

Just run your eye down the list. Surprising how many little things there are that are worth many times their cost in what they do. Short cuts to true saving, and labor lightness. The list is full of suggestions you'll be glad to have. Note them and attend to it now.

Some of Our 5c Specials

Tea Strainers in 2 sizes with handles . . . 45c
Jelly Cake Tins, 8 and 9 inches . . . 45c
Cake Cutters, square or round . . . 40c
Child's Dust Pan . . . 40c
Nesting Orsters, 2 for 5c
Mouse Traps, extra strong 2 for 5c
Spring Clothes Pins, per doz. 3c
Paring Knives . . . 3c
Teapot Stands . . . 3c
Wooden Door Stoppers with rubber tip, 2 for 5c
Egg Beaters, 2 for 5c
Dover Egg Beaters, 10c
Egg Sand Glasses, 5 and 10c

Special in Food Choppers

Large wood chopper with four different sized knives, large handle, strong favours. \$1.25

Many special features in Purifiers, China, Wall Paper, Silverware, make a tour of this store well worth a few minutes of your shopping time tomorrow. No obligation to buy.

E. J. COLES CO.

Opp. Post Office

Woodstock

Get Your Cutlery at the Queen St. Hardware Store

And Do It Now
Cane cutlery in cases from \$2.50 set
Celluloid table knives from \$2.25
Pocket knives special value at . . . 25c, 30c, 35c
Gillette Safety Razors
The newest thing in Ladex worker work baskets

Watts & Bate Limited.

Big Clearing Sale

Hockey Skates

50 Cents a Pair Up.

Boys' and Girls' Skates at Cost.
Boys' Tool Boxes
Automobile Skates, all sizes
Hockey Sticks, Hockey Packs.

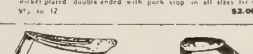


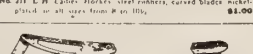


Skate Grinding by expert grinders
Skates put on boots while you wait.

THE ELLIOTT HARDWARE CO.

Main Street, Foot of Church.
Phone 80 21

Martin, Finlayson & Mather Limited SKATES! SKATES! SKATES!

YOU will be pleased to know that we have a large assortment and a very heavy stock of ice skates, hockey sticks, etc. The new Vancouver Skating Arena will open shortly, better buy your skates now. Come up and pick them out before the rush. You will thus be assured of getting exactly what you want. The goods are the best and the prices are right. Mail orders will receive our most careful attention.

 <p>No. 21 M. H. straight steel runners, ordinary quality, polished, in all sizes from 8 to 12. Per pair 40c</p>	 <p>No. 21 M. H. medium quality steel straight runners, nickel plated finish, with puck stop in all sizes from 8 to 12. Per pair \$1.00</p>
 <p>No. 22 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$1.80</p>	 <p>No. 23 M. H. good quality steel straight runners, full nickel plated, double ended with puck stop in all sizes 8 to 12. \$2.00</p>
 <p>No. 24 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$2.50</p>	 <p>No. 25 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$3.00</p>
 <p>No. 26 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$3.50</p>	 <p>No. 27 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$4.00</p>
 <p>No. 28 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$4.50</p>	 <p>No. 29 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$5.00</p>
 <p>No. 30 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$5.50</p>	 <p>No. 31 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$6.00</p>
 <p>No. 32 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$6.50</p>	 <p>No. 33 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$7.00</p>
 <p>No. 34 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$7.50</p>	 <p>No. 35 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$8.00</p>
 <p>No. 36 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$8.50</p>	 <p>No. 37 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$9.00</p>
 <p>No. 38 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$9.50</p>	 <p>No. 39 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$10.00</p>
 <p>No. 40 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$10.50</p>	 <p>No. 41 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$11.00</p>
 <p>No. 42 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$11.50</p>	 <p>No. 43 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$12.00</p>

 <p>No. 44 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$12.50</p>	 <p>No. 45 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$13.00</p>
 <p>No. 46 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$13.50</p>	 <p>No. 47 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$14.00</p>
 <p>No. 48 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$14.50</p>	 <p>No. 49 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$15.00</p>
 <p>No. 50 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$15.50</p>	 <p>No. 51 M. H. good quality steel straight runners, double ended with puck stop, full nickel plated in all sizes 8 to 12. \$16.00</p>

Come while the stock is complete and make your choice. Send us your mail orders.

MARTIN, FINLAYSON & MATHER LTD.

45 HASTINGS ST. WEST, VANCOUVER, B. C.

BRANCH STORE 2021 GRANVILLE STREET

SKATES

Buy "STARR" Skates at Cragg's
They are the Best Made in the
World and Made in
Greater Halifax

Why Buy Others? We Do Not!

We COULD buy Foreign made Skates, but we know "STARR" Skates are the BEST—Bendex we encourage home industry—These Skates are exported to foreign countries, despite high Custom Duties—BE LOYAL, and buy—

Home Made Goods

\$20.00 Gold
With each pair of skates sold we give a coupon, which will mean to some one the free presentation of \$20.00 on Feb. 1st.

Cragg Bros. Limited.
"The Cutlery House of Halifax"
Cor. Barrington & George Sts.

Gas Stoves

During the warm weather no housewife should be without one. Call at our store and examine them and get our price.

WHITNEY BROS.

Collingwood Hardware

The Time and Place for Stoves
This is the Season for Stoves, and This is the Place for Variety and Values



Radiant Home Base Burner

The Only Base Burner Especially Constructed for burning stove coal.

This Base Burner has an extra large magazine and the celebrated Radiant Home Base Burner and Fire Pot—made in two sizes—No. 10 and 12—Both 10 and 12—

Let your own base burner be a Radiant Home or an Ideal Jewell and Comfort and Satisfaction Will be Yours.

Charcoal 10c Bag, or 3 bags for 25c.

Collingwood Hardware Limited

Phone 131

Samples of Retail Hardware Advertisements—See opposite page for criticism

cils, and when I went to a farm house would give the farmer a pencil or cigar. I got 2,000 pencils for \$30, and I considered it money well spent and good advertising.

Fred Pfaff, Anadarko.—I use picture show slides and pay 74 cents each for the two each week. My idea is to keep something new before the people—something of interest. Then I send out price letters once a month, and I use various styles of advertising in four newspapers as well.

Co., hardware dealers, and the Stickley-Brandt Co., furniture dealers, joined in a large booth and there illustrated an ideal dining-room with the table set for Thanksgiving.

The hardware dealers utilized the posters and literature put out by the manufacturers and had displays of Community silver and Thermos bottles, thus bringing to the attention of the general public the attractive features of these nationally advertised products.

The furniture house showed one of their many ex-

Business and Store Management

AN INGENIOUS HARDWAREMAN.

During the summer months, hardwaremen can do a good business in bicycles and bicycle repairs. Chas. E. Lee, Goderich, Ont., has handled this line for some little time and states that the results have been very satisfactory. A number of years ago he went in to handle bicycles and made money, but prices finally got so low he decided to give it up. He did not handle the repair business, however, there being another man in the town who looked after that end. This man died and left the shop to one of his sons. This fellow made good, but finally went West and sold the business to his brother. The brother was a shiftless sort of a fellow and after trying the game for a short time, looked for some one to purchase the business. Mr. Lee saw there was money to be made if the thing was properly looked after, and as he had room in his workshop to handle the trade, he bought the business and put his foreman in charge. He now gets all the repair trade in the town and, then, there is a big business to be done in sundries, such as tires, rims, handle bars, seats, pedals, etc. Another feature about this trade is that it brings into the store the young people who are interested in sporting goods. This means increased sales in this line.

Mr. Lee believes that a good business can be done in the town in automobile repairing and this winter he is having his foreman take a course at the Seranton School in this line. At the back of his store is a large warehouse, only about half of which is being used, and he is going to cut this in two and fit one half up as a garage.

Goderich, being right on Lake Huron, is a popular summer resort and automobile tourists flock there in large numbers. On a long tour, repairs are frequently necessary, and as Goderich is quite a distance from any large town or city where work of this kind can be done, Mr. Lee should do quite a nice trade. The garage will accommodate four cars. It is not Mr. Lee's intention to use it as a permanent storehouse for cars, but merely for those needing repairs.

Mr. Lee is also in the hotel business. He owns the Sunset Hotel in Goderich. This is a 100-room house and is situated on the shore of the lake. He only runs this, however, during three months in the year—from the middle of June to the middle of September. This spring he will erect at the hotel a large shed for storing automobiles. This will help him in securing business at the garage up town.

It keeps Mr. Lee busy looking after all these enterprises, but work is his hobby and he's never happy unless he's over his head in it.

A HARDWARE BARGAIN COUNTER.

Why not run a 5, 10 and 15 cent department in your store, to get rid of a lot of that small "dead" stock that is taking up valuable room on the shelves? Harland Bros., Clinton, Ont., are doing this, and state it is one of the best moves they ever made. A short time

ago they built a long counter all down one side of the store and divided it into small compartments. These were filled with a large variety of small stuff, such as gimlets, files, small knives, chisels, bottles of oil, and, in fact, almost every small hardware article required in the home. Price tickets were put on each compartment. Not only were articles sold at the even 5, 10 and 15 cents, but also at 3, 8, 12, 18 cents and so on.

For a long time the firm had quite a large stock of small gimlets on hand. These were put on this counter and in a short time were cleaned out and now they have to buy them. People often need a gimlet, but frequently forget to buy one when they are out. When looking over a counter of these small goods they see one at 3 or 5 cents, they are almost sure to buy. Yet, if the goods were not displayed, they would seldom think of asking for one.

SPECTACLES IN A HARDWARE STORE.

While in a hardware store in a western Ontario city recently, a representative of the Journal came across a novel line. A man came in and after buying a file and some nails asked the merchant if he had any "specs." The Journal man was rather amused at the inquiry, but was greatly surprised to see the clerk go and fetch a drawer partly filled with them. The customer tried several pairs and finally secured one that suited him.

When asked if he sold many, the clerk stated they were asked for about twice a year. Smoked glasses and goggles are sold quite often, but it is very seldom the ordinary kind is asked for. The stock in this store had been on hand for several years, the man who formerly owned the business having bought them.

HOW TO MARK COST.

Some merchants put their cost mark 10 per cent. above invoice, claiming it should be that to cover freight, waste and loss, says Merchants' Journal. Others put the mark 20 to 25 per cent. more, claiming that this represents the actual cost of doing business, and that your cost mark should show this. Others, again, make their cost mark tally exactly with their invoices, figuring that their discounts should take care of the carriage.

There are good arguments in support of each of these methods, like the old unsettled question of whether freight should be considered an expense, or a merchandising item. It is open to debate and probably always will be.

When the clerks know the cost mark, the moral effect of the 20 per cent. for doing business that must eventually be figured in, is beneficial, if any shading of the prices is allowed. But that is of not as much force now as it used to be.

Exact invoice is the most accurate way to mark

goods. Your net cost mark gives you information which you might otherwise have to hunt up on the invoice when reordering, and it makes it easier at stock taking. On the other hand, figuring a profit on a cost mark which shows the cost of the goods when sold might have a good moral effect on the merchant himself, if he is the kind of a merchant who is inclined to mark goods too close for his own good health.

BUILDERS' HARDWARE DIFFICULTY.

Hardware merchants in Goderich, Ont., are up against a serious proposition in selling builders' hardware. In fact, it is very seldom they sell any. There is a lumber and planing mill in the town, which gets nearly all the lumber business from house builders and contractors. To encourage people to buy their lumber, they offer them all hardware necessary in the completion of a house at a price just about cost, and sometimes they sell below cost. Mantels, locks, tile, paints and nails are sold by the mill. They even sell glass. The hardwareman simply cannot get a look in. Shingle nails can be bought for 3½ cents in keg lots and 4 cents in smaller quantities.

"A short time ago," said a merchant to the Journal, "we had a man come in and look at some locks. The cheapest we had was 65 cents. He went to the mill and bought one for 45 cents. We tried and tried to get a similar lock, but, for some reason or other, were unable to do so. We can't find out where they buy them."

Mail order competition is very keen around that section of the country, particularly with the farmers. They will send to the cities for forks, hose, cutlery, etc. The town merchants cannot do much to eradicate this, but every chance they get, they talk to some one whom they know has been buying goods in the city and point out the chance a person takes in the way of the goods not being satisfactory, while if purchased near home, the article, or articles, can be exchanged if not satisfactory.

RECEIPTS FOR DELIVERED GOODS.

It is a wise policy to receive a signature for each parcel that is delivered to either factory or house. There are forms made especially for this purpose, combining sales slip and delivery receipt. There is one drawback to this, however. Suppose Mrs. Smith rings up, orders a light of glass and wants it that afternoon. You send it up, but in the meantime Mrs. Smith has gone out, and if the system of securing a receipt is to be strictly adhered to, a second trip is necessary. If it is a long trip, the driver may use his own judgment and leave the goods at the back door. Mrs. Smith comes home about six o'clock, rings up the store and indignantly inquires why the glass has not been delivered. You have to hunt up the driver and then tell the lady that her glass is at the back door. She goes to take it in, but in the meantime the wind has blown it down and she finds the pane in a thousand pieces. If it is winter and there is a broken window in the house, she becomes very peeved if you will not make a second delivery after six o'clock.

When delivery is made to a factory is where the receipt-securing policy has its advantages. It often saves a lot of time and money. Suppose a firm in your town or city rings up, orders five gross of screws and wants them delivered to a certain department in the plant. When the driver gets there it may just happen that there is no responsible person in the department

at the time, and if a receipt for delivery is not required, it is altogether likely he will throw it on the floor. Soon after some boy working in the factory comes along, sees the package on the floor, and after untying the parcel puts the contents away with the other sized screws. A couple of hours after, the foreman comes along looking for the screws and on inquiry learns from the boy that there was some came in.

"How many?" asks the foreman.

"I don't know," replies the boy.

"Was there three or four packages?"

"Yes, I'm pretty sure there were four."

A note goes into the office that four gross of screws have been received and when the bill for five gross comes in, there is a big holler. The dealer has no receipt. What's he going to do?

A SATURDAY SALE THAT BRINGS RESULTS.

A hardware dealer makes a feature of Saturday sales that draws much new business. Early in the week a large corner window is filled with articles that will be specially priced the following Saturday. These articles range in price from 5 cents to \$2 and include both staples and novelties.

Each article in the window is marked with the price at which it will be sold on Saturday, so that every passerby has an opportunity to look in and see if there is anything that he wants—and every householder usually finds something that appeals to him.

At the back of the window is a large sign:

Any Article
In
Window
Price
Saturday

The merchant also advertises in the newspapers the articles for the Saturday sale. These sales run from \$125 to \$500 every Saturday, and instead of interfering with the regular trade of the store they stimulated it by bringing in people who had never before visited the place and brought to their attention the complete stock of goods that were effectively displayed.

ANNUAL REUNION OF TRAVELLERS.

The directors of the Thos. Davidson Mfg. Co., Limited, of Montreal, were the hosts at an enjoyable luncheon held in the Windsor Hotel, December 28, the occasion being the annual reunion of the travellers, about thirty representatives of this body having foregathered from all points of the compass.

After all had done full justice to the excellent menu provided, the Vice-President, Mr. T. C. Davidson, who (in the unavoidable absence of Mr. Jas. Davidson) acted as chairman, proposed the health of "The King" which was loyally honored.

Mr. Edward Goodwill made reference to the recent opening of a branch warehouse at 120 Duke Street, Toronto, under the management of Mr. R. C. Warmin-ton; this should prove a great convenience for the firm's customers in Toronto and other Ontario points, who will thus be enabled to secure very prompt delivery.

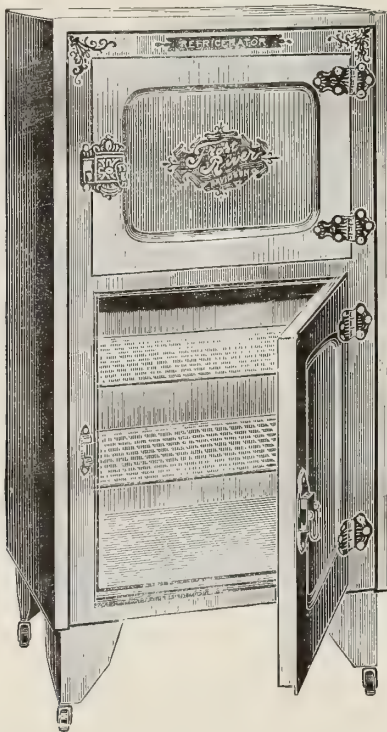
Almost all of the knights of the grip added their quota to the "feast of reason and flow of soul," each succeeding reminiscence serving to freshen the memory of another traveller who had some equally interesting tale to relate.

The health of the president and directors was proposed by Mr. J. N. Warmin-ton.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware and Stove Journal

The Thos. Davidson Manufacturing Company, Limited, Montreal, Que., have put a new refrigerator on the market. This is called the "Frost River" and is made entirely of galvanized sheet steel, finished in aluminum tone, with solid brass locks and hinges. Being made of steel it cannot warp, shrink, fall apart or decay. There are no seams in which food can decay.



Thus there is no disagreeable odor. Perfect insulation is assured by the thick walls of Linofelt, with a 3/4-inch dead air space between. All inside parts are removable for cleaning and the shelves are of tinned ware. The drip pipe has been carried outside the body and does not run through the food chamber, which allows the shelves to be fitted close to the back. This refrigerator is made in two sizes.

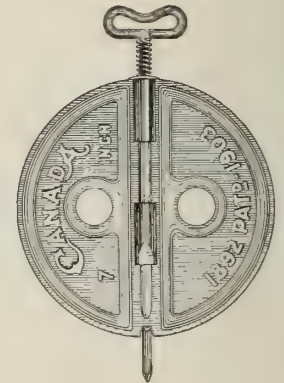
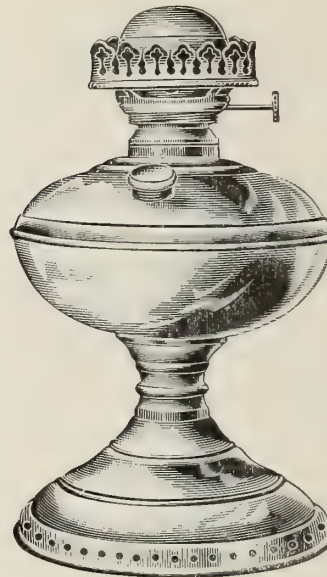
Tobin High Speed Bits manufactured by the Tobin Arms Manufacturing Company, Limited, Woodstock, Ont., are meeting with great favor. The makers claim

Tobin High Speed), and seeing which one would go the farthest in 60 turns, resulted in favor of the Tobin High Speed Bit. The ordinary type auger bit bored 2 3/4 inches; solid stem type bit, 3 1/8 inches; and the Tobin High Speed, 5 1/2 inches. In end grain wood, the Tobin bored 6 1/4 inches in the same number of turns. The reason for this is that this new tool has double screw point, making it self-feeding and is provided with clearance to take care of this fast cutting and prevent choking. The manufacturers state it works even faster in end grain than in cross-grain wood.

Every Tobin High Speed bit is guaranteed by the makers and dealers are instructed to return money to any purchaser who proves that the tool will not do all that is claimed for it.

Folders describing this bit are furnished by the Tobin Company for distributions to mechanics and aid the dealer greatly in making sales.

Ontario Lantern and Lamp Company, Limited, Hamilton, Ont., have introduced a new table lamp, which they have called the "Stella." This is a solid metal lamp nickel plated throughout. The heavy base prevents tipping. It is fitted with largest size "Banner"



burner, giving a large bright light. The double seamed well removes all possibility of a leak and its large capacity and perfect combustion reduces re-trimming to a minimum. The lamp is also finished in rich antique copper, making a unique table ornament.

Packham & Myers, Dresden, Ont., are introducing their new Canada "Steel" Damper. This damper is stamped from cold rolled steel and the stems are drop forced, with sharp point. The handle is plated. It



that this bit will do the work in half the time, with half the labor. A recent test, consisting of taking a solid piece of wood and boring a hole with each of three bits (ordinary type auger bit, solid stem type bit and a

has a positive lock with no chance of breakage. The damper is made in all sizes, from 6 to 16 inches. The makers will send a sample, free of charge, to any point in Canada.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware and Stove Journal

The James Stewart Manufacturing Company, Woodstock, issued a Christmas card last month which was unique and a departure from the conventional Christmas card or calendar.

On the first page of an eight-page folder was a quotation from James Russell Lowell. On the second page was a truly Scotch message in prose and verse from Chas. E. Stewart, President of the James Stewart Manufacturing Company, and a miniature likeness of Mr. Stewart appeared in the centre of the initial letter at the top of the page. The third page bore the well-known figure of the "Good Cheer" waiter bearing a bumper Christmas pudding, while below several sprigs of heather were attached to the card with a bow of Stewart plaid ribbon, and on the back page of all was a view of the large plant operated by the James Stewart Manufacturing Company at Woodstock.

The greeting card brought Mr. Stewart a large number of personal acknowledgements from friends in all parts of Canada, the common wish of all being that 1912 would bring renewed health and strength to Mr. Stewart, he having been unfortunate in having to spend a considerable portion of 1911 under the doctor's care.

The Write-Away Fountain Pen Company, Berlin, managed by T. A. Witzel of the Onward Manufacturing Company, have begun to manufacture a modern priced fountain pen which they are offering to the retail hardwaremen as a line to sell in hardware stores. The "Write-Away" is constructed on a new principle, a feed plunger allowing only enough air to get into the barrel to regulate the flow of ink, while the pen points are easily detached and new points being supplied in boxes at 10 cents per dozen. Mounted on a card a dozen of the pens ought to sell very rapidly in any retail store. The pen also has an advantage as an advertising novelty. For instance, John Caslor, Toronto, treasurer of the Ontario Retail Hardware Association, who has made about \$600 during the past two years on selling and renting "Onward" Vacuum cleaners, has purchased 100 of the fountain pens with his name and address on, he giving these out as Christmas and New Year's gifts to customers instead of the conventional calendars. The pen retails at 25 cents.

The 1912 calendar issued by the **Horton Manufacturing Company, Bristol, Conn.,** is a work of art. The usual custom of showing somewhat of a fishing scene has not been neglected. The picture is entitled "The Honeymoon," and shows a young couple engaged in preparing their evening meal on the bank of a river. A jumping fish is shown prominently in the foreground.

The fourth edition in the New Hampshire Maid series is now being sent out to the trade by the Pike Manufacturing Company, Pike, N.H.; White Mountain Freezer Company, Nashua, N.H., and the Goodell Company, Antrim, N.H. The cover design in the present issue portrays a purely typical New Hampshire scene with the New Hampshire Maid in the foreground in wait for the wary deer. The front covers of this series of folder contain no advertising matter of any description and either of the above mentioned companies

will be glad to send a complete set, so far as issued, to anyone interested.

Some hardware dealers have misconstrued the meaning of the words "Send coupon for calendar" in the advertisements of the **Ontario Lantern and Lamp Company, Hamilton, Ont.,** appearing in the journal. Some of our readers have cut the whole advertisement and sent it to the advertiser with a request for a calendar. The coupon referred to in the advertising is enclosed in each lantern and is in the form of a post card addressed to the makers.

The Oneida Community, Limited, Oneida, N.Y., and Niagara Falls, Ont., have issued a magnificent catalogue of "Newhouse" and "Victor" game traps. Illustrations of the different lines of traps for catching the various classes of game are finely illustrated and show clearly the good points of this firm's products. A complete description of the origination of the "Newhouse" brand is given and makes an interesting story. The book will be sent to any Canadian hardwareman on receipt of a post card requesting same. The accompanying illustration shows the strength of the "Newhouse" trap. This trap with the limb grown through it was found by a man on his farm about fifty miles from St. Louis, Missouri, and the limb when discovered was growing fifteen or twenty feet from the



ground. The trap, as told by the chain and other indications, must be at least thirty years old and is in perfect condition, neither the jaws nor the rivets having given way, in spite of the tremendous pressure.

Oneida Community, Limited, Oneida, N.Y., have issued a 128-page, handsomely illustrated catalogue of its "Community" silver and "Reliance" plate. A new wear-resisting quality has been added to both these lines. It consists of a circular disc of pure silver, overlaid on the wearing point of every spoon. This extra quality now makes it possible to guarantee Community silver for 50 years and Reliance plate for 25 years. The catalogue will be furnished on request.

One of the prettiest 1912 calendars that has reached the journal office is that of the **Canadian Shovel & Tool Company, Hamilton, Ont.** It is indeed a work of art. The head of a beautiful woman is shown in an oval, mounted on white, with a border of dark brown. The absence of advertising matter makes it fit to adorn the walls of any drawing room. It is being sent to all their customers.

The Consolidated Fruit Jar Company, New Brunswick, N.J., manufacturers of mowing and sewing machine oilers, as well as special lines of oilers, have issued their 1912 catalogue, containing description and prices of their line. This firm also manufactures fruit jar trimmings, can screws, sprinkler roses, bottle caps, sprinkler tops, collapsible tubes and all kinds of sheet metal goods.

More people would be satisfied to take things as they come were it not for the fact that most of the things that come are not worth waiting for.

Stoves and Housefurnishings

One or Several Stove Lines

By C. A. Eddy

We hear a great deal these days about concentration. Magazines of business have numerous articles on concentration, and hardly one convention is held any place during the year at which the subject of concentration is not given careful thought and attention.

We are finding out to-day that it pays in business to concentrate our forces along certain definite lines. Scientific management teaches us that no matter whether in the retail store or factory, concentration of our efforts and resources is the straight path to business success.

If ten retail stove dealers were to give their opinions as to whether it is of more value to sell one stove line than several lines, we would find they had varying opinions. The reason for this is to a great extent due to the fact that some men do not talk from actual experience, but merely from hearsay. Many of them have tried selling several lines, and they know what this method does for them, but they have not concentrated their efforts on one particular line so as to know what this plan will mean to their business. The dealer selling several lines maintains that he secures a better assortment than where he buys of one manufacturer.

Concentrate on One Line.

This may be true where buying of the manufacturer whose product is limited to certain styles of stoves, but it surely is not the case of the large manufacturer who is making and selling under one brand or trade-mark a stove for every use and every demand. There is no question but a great many dealers have made successes of their stove departments by concentrating on one good line of stoves. There are many reasons why they should be successful by so doing. One reason is because by selling one line only they can give it their best thought and attention.

Good business men have found that it is only by doing one thing at a time that the greatest success can be obtained. The dealer selling one good line of stoves does not have to apologize for any of the stoves shown on his floor. The dealer selling several lines talks about one particular make of stove, and in order to make a sale it is necessary for him to convince a customer that this particular stove is the best he can buy. If the customer is interested in some other make of stove on his floor he simply has to start at the beginning and endeavor to sell him over again. The experienced merchant knows that this is a waste of time, and many times loses sales because the customer then becomes undecided as to which stove to buy. It is a method contrary to the principles of scientific management.

The merchant who secures the selling agency for a high-grade, well-known line of stoves links his business to a proposition that will prove profitable to him. Where he is selling one stove line he has only this one

proposition to think about. He can study it carefully, his clerks can become well posted on the line, become enthusiastic over it and impart this enthusiasm to customers, because their efforts are not diverted to various makes of stoves.

One-Line Successes in Other Lines.

No matter what some merchants say about their experience in selling more than one line of stoves, it is a well-known fact that the greatest successes in the stove business are made by those who are selling and pushing one line only.

We have numerous examples of clothing dealers building their businesses by selling one well-known trade-marked line of clothes. We know of haberdashers who have grown from proprietors of small businesses to owners of large, pretentious stores by selling and advertising one particular make of shirts, some special line of collars, an exclusive brand of hats, etc. We know, too, of shoe dealers securing the selling agencies for a well-advertised line of shoes and staking their reputations on this line. These dealers have been successful because they have recognized the latter-day principles of concentration. They have recognized the fact that it is much better to give their attention to the one line, advertise and push it and be known as the agents for this one line in their city rather than spread their efforts over several various mediocre lines.

If it is true that merchants in other lines of business are making good by pushing one line at a time, it is just as true that stove dealers can be successful by adopting the same tactics. The largest stove manufacturers recommend that a dealer secure one good line and push it rather than several, not from ulterior motives exactly, but simply because their experience has shown them that this is the best method of selling stoves.

Assistance from Manufacturers.

If a merchant devotes his time and attention to selling one good line of stoves he is more liable to secure greater assistance from the manufacturer than is the case if he is trying to push several various makes. It is only natural that this should be the case. The manufacturer in supplying assistance to the merchant naturally turns to his sales records to determine the amount of business the merchant is giving him. If reports show that this merchant is giving the manufacturer all his stove business, he is much more liable to get the attention and assistance from the manufacturer than would be the case if he was doing only a small amount of stove business. If he was selling several lines he would find that from none of the manufacturers would he be able to secure as much assistance as would be the case if he was pushing the one line.

Selling one good line of stoves is a great builder of confidence in the minds of the buying public. It is a good thing from the customers' point of view to deal with the merchant who recommends and sells one particular line of stoves. He knows that it must be a good

line or the merchant could not afford to give his time and attention to this one proposition to the exclusion of all others. He has confidence in the merchant's advertising because when the merchant makes a statement he does not need to modify it by explaining about another stove of a different make he has to sell.

One merchant who is a great believer in the one-line proposition and has built up a good stove business by this method, advertises as follows:

"We have the exclusive agency in this city and vicinity for the Blank line of Stoves and Ranges. This is the only line of stoves we sell. After much experience and experiment, we found it better both for our customers as well as ourselves to secure one good line of stoves and devote our attention to it. We made this step because we were fortunate in securing the agency for a line that was complete in every detail, that had a reputation for high quality, that would give the best of service and was sold at a medium price.

"We stake our reputation of twenty years on this line, and know absolutely that it cannot be equalled in this city. You may find that other stoves sell for lower prices, but if they contained the same quality (which they do not) as the line we are now selling, you would have to pay the price we ask for our stoves. Remember you buy a stove but once or twice in a lifetime. You will save more money by paying a fair price at the start and getting a good stove that will last for years rather than buying a cheap stove that constantly needs costly repairs.

"We stand back of every Blank stove we sell, and if there were better stoves made, we would sell them."

This kind of advertisement creates confidence in the mind of the buyer, who feels that this Blank line must be all right else the merchant would not risk his stove reputation by selling it to the exclusion of all other lines.

Value of Trade-Mark Goods.

The merchant who secures the exclusive selling agency of a line of stoves bearing a well-known trade-mark is especially fortunate. People are beginning to give more attention to trade-marked goods than was the case some years ago. They have found that the manufacturer who spends thousands of dollars to advertise his line and to make his trade-mark known to the buyer is not going to risk the money he has invested by making goods of uncertain quality. The advertising the manufacturer does simply introduces the goods to the public, and from this introduction they are convinced it would be to their best interests to try them. If after a trial the goods should not be all claimed for them in the advertising, they are certainly not going to buy them again. In that case the manufacturer's effort to make permanent customers is wasted.

You can see from this that no intelligent, far-seeing manufacturer is going to spend thousands of dollars advertising his product if he did not know absolutely that his product was right and would give satisfaction to users. He cannot afford to take chances and put inferior quality in the goods he is advertising. The very fact that the manufacturer has confidence that his line will make good and backs this up with expensive advertising is an assurance to the customer that the goods are right.

To-day advertising is recognized as a great force in business building. Manufacturers have found that by making good lines of goods and advertising these lines they have increased their businesses to an extent impossible in any other manner. They have found that by advertising they could reach a great number of people and tell their story in a manner impossible with-

out the advertising. They have found it the quickest and least expensive method of marketing new goods.

Higher Price Fallacy.

Some merchants seem to think that because goods are advertised they must sell for higher prices than unadvertised goods. In fact, salesmen travelling for houses that do no advertising use as an argument that advertised goods must be sold for higher prices in order to pay for the advertising. That this is a fallacy has been proven times without number. Every good business man knows the profits in business to-day come from the volume. To get this increased volume the manufacturer's goods must be widely known. Advertising makes goods known. This causes a demand and gives the volume which makes decreased manufacturing costs.

There is no question about it—securing one good stove line and pushing it has been proven to be the most profitable method of selling stoves. This method is becoming more popular every day simply because dealers are finding the great advantages in their concentrating on the one line. If it is true that hundreds of the largest and most successful stove merchants can devote their entire time and energies to selling one particular line of stoves, it certainly must be true that thousands of other merchants can do the same.

Securing the confidence of the people in your community and then making good by selling a superior line of goods is the secret of success in business to-day. It takes work to build up a business in these days of keen competition, but after this business has been built up it means that the merchant must keep everlastingly at it, working night and day, to hold the confidence of the buyer. In no better manner can it be done than by concentrating your energies on special lines and giving them your undivided attention.—The Hardware Review.

McCLARY COMPANY'S CONVENTION.

The salesmen of the McClary Manufacturing Company, London, Ont., held a convention on December 20, and were greatly benefited by each other's experiences which were related at the meeting.

Several changes have been made in the firm to take effect the first of the year. Mr. W. B. Pope is now in charge of the Audit Department and Inspector of Eastern branches. Mr. W. W. Nobbs has been promoted to the local sales department and traffic department. Mr. A. M. Smith is in charge of the branch sales department.

The firm have recently purchased several motor trucks for their branches which will greatly facilitate the delivery of goods in the large cities. This will be appreciated by their many customers.

MARSHALL-WELLS COMPANY GROWING.

The Marshall-Wells Hardware Company, Winnipeg, are understood to have purchased a site for a wholesale warehouse at Calgary, although an official announcement has not yet been made. The question of establishing a branch warehouse at Vancouver is also said to be under consideration.

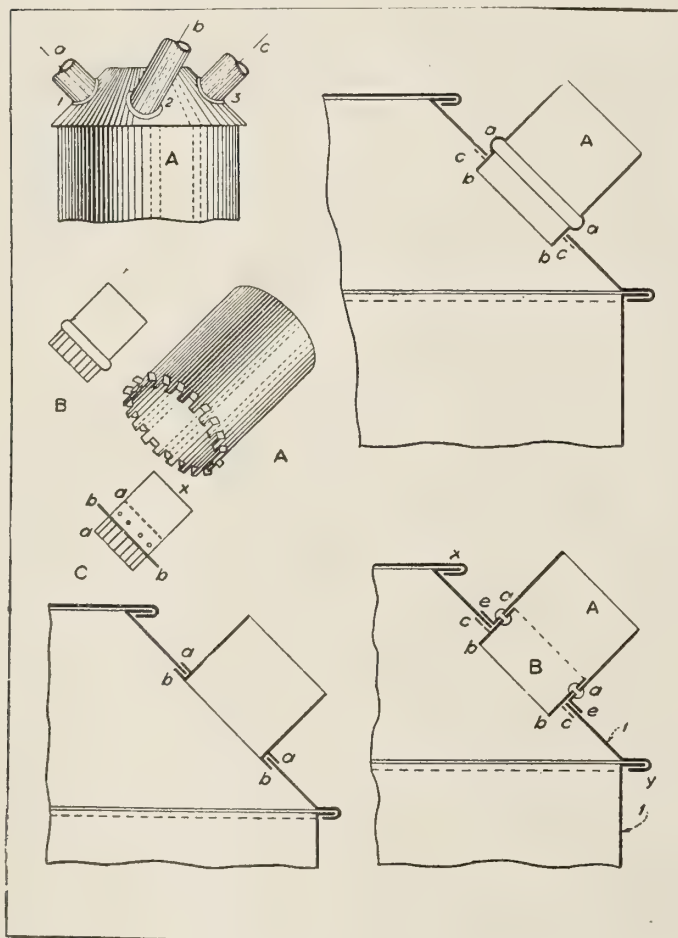
The Marshall-Wells Company have placed a second special cutlery salesman on the road in the Western Provinces, they having met with gratifying success as a result of experiment with specialty salesmen.

THE TINSHOP

CONNECTING FURNACE PIPES TO FURNACE TOPS.

When furnace warm-air pipes are to be connected to furnace hoods, as shown in A in the accompanying illustration, it is well to know the different methods which are used, so that the one best adapted can be employed in making the connections, writes William Neubecker in *The Metal Worker*. As every collar in most cases has a different angle, the collars are usually trimmed at the job as follows: Run a line or spool wire from the register box on the first floor, or from the stacks leading to the upper floors, to the bonnet or hood, as indicated by the dotted lines, a, b and c, which gives the proper angle at which the collars are to be cut to fit against the hood.

After the collar has been fitted accurately it is held tightly against the hood and a pencil mark made on the hood and carefully cut out with the circular shears.



SUGGESTIONS ON CONNECTING FURNACE PIPES TO TOPS

Each collar is marked to correspond to the opening in the hood, as shown by 1, 2, 3, etc., as shown. The collars can now be joined to the hood by either one of the methods shown, A showing a notched or dove-tailed collar; B, a beaded notched collar and C, a flanged and notched collar.

Note in the collar A the alternate flanges are turned out at right angles, as shown, so that when the collar is joined to the hood, as shown in the diagram below C in the accompanying illustration, the edges just turned lie tight against the outside of the hood at a a, while the unturned edges are turned on the inside of the bonnet at b b. These edges are dressed down firmly, which secures the collar ready to connect with the warm-air pipe.

When the collar is beaded and notched, as shown by B, this collar is secured to the hood, as shown in the diagram in the upper right-hand corner of the illustration at A. The collar is set in the opening in the hood, with the bead snugly against the hood, as shown by a a, after which the flange b b, which is already notched, is turned over as shown by c c. The flanging and notching of the collar C is accomplished by first flanging the collar x at b and b until this flange fits snugly against the hood. A separate collar a a is now riveted to the main collar x as shown and notched at a.

When connecting this collar to the hood as shown in the diagram in the lower left-hand corner of the illustration, the main collar A is set tightly against the hood as shown by e e and the notched portion b b of the collar B which had previously been riveted to the collar A at a and a is then turned against the inside of the hood at c and c. Of course it is understood that the seaming at x and y is not done until the collars have been joined to the hood. After the collars were all fitted a mark was made at 1 on the hood and 1 on the casing as shown, after which the hood was removed from the casing, the collars secured and the hood set back again on the casing in its proper position as shown by the marks 1 and 1 and then seams x and y closed.

SHEET METAL PRODUCTS CO.'S BANQUET.

The Sheet Metal Products Co. held their annual banquet on Thursday evening, December 28, at the St. Charles Cafe.

After partaking in a substantial manner of the good things provided an interesting programme of toasts, songs, etc., was rendered which was heartily appreciated by the large number present, among whom were the Hon. A. E. Kemp, president of the company; Mr. W. A. Kemp, vice-president; Mr. W. J. Hayes, manager of the Montreal factory, and Mr. F. S. Corrigan, manager of the MacDonald plant, who presided.

The hit of the evening was the excellent rendering of an original vocal selection entitled "The Gay Sales Manager" set to the tune of the Drum Major by Mr. Thos. Bell.

The verdict of all present at the close was that it was the most successful one yet held.

The menu card was most elaborate and contained two excellent cuts of Messrs. A. E. Kemp, M.P., and W. A. Kemp, the vice-president of the company.

ONTARIO FIRM TAKES WESTERN CONTRACTS.

Bernhardt & Gies, Preston, handled cement for the first time this year and disposed of twelve cars, this indicating that there has been a great deal of construction work going on in Preston this year. Heating contract work has been particularly lively, the firm having kept two staffs of men at work, one in Preston and another, under Mr. Gies' charge, on several contracts secured at Moose Jaw.

\$144.00 IN CASH PRIZES

Hardware Merchants, Travelling Salesmen, Clerks, Bookkeepers, etc., are invited to send contributions to CANADIAN HARDWARE, STOVE & PAINT JOURNAL.

COMPETITION

CLOSING EVERY MONTH

¶ There is no subject so important to Hardwaremen as Window Trimming. Send a photo of one of your displays and win one of the twenty prizes offered as follows :

Window Dressing

Four Competitions closing April 1, July 1, Oct. 1, Dec. 1
Five Prizes each time—

\$5, \$3, \$2, \$1 and \$1

¶ Every live retail store has some successful plans for getting business, of canvassing for orders, keeping track of prospective customers, etc. Tell us your

Business Methods

Four Competitions closing Feb. 1, May 1, Aug. 1, Nov. 1
Five Prizes each time—

\$5, \$3, \$2, \$1 and \$1

¶ Tell us how you landed an order from a hard customer or how you or some other salesman "Fell Down." Describe some of your

Selling Experience

Four Competitions closing March 1, June 1, Sept. 1, Dec. 1
Five Prizes each time—

\$5, \$3, \$2, \$1 and \$1

And for every photo or article accepted for publication (not a prize winner) the choice of a dollar cash or a year's subscription to CANADIAN HARDWARE, STOVE & PAINT JOURNAL is offered.

EACH CAN LEARN FROM THE OTHER

Just write us a letter outlining the ideas you wish to describe. We'll dot the i's and cross the t's for you. Address

Canadian Hardware, Stove & Paint Journal

410 McKinnon Building, Toronto, Ontario

TWELVE PRIZE COMPETITIONS

Paint and Varnish Trades

CANVASSING FOR PAINT BUSINESS.

By E. K. Owens, S.W. Agent

My experience in selling paint is that you can work up a fine shelf goods trade by letters, newspapers and circular advertising and sell some house jobs this way, but if you want to capture the big end of the house paint business you have got to go out after it.

This was particularly true last spring when the average property owner had read of the high prices of oil and if you mentioned paint in the store, he would say: "Too high. Will have to wait until paint is cheaper," and would go in the air about the trusts, cornering the oil market, etc. Then there would be several others standing around to join in with a discouraging line of talk about high prices. Against these odds it is hard to sell paint, but take the man in his own home and you have a chance to go into the matter intelligently without interruption. I would take a property owner at his home, show him how badly his house needed painting, and explain that the longer the building went without painting the more goods it would take, which would more than make up the increased cost, mentioning that the advance only makes a difference of three to five dollars on the ordinary house. The shrewd property owner is not going to let his building deteriorate for this small amount. With a strong line of talk like this I could land the job three out of five times.

Another good point in canvassing is that you are right on the ground and can measure the building and make a close estimate as to the amount of goods it will take. This is a strong feature and combined with helping select some attractive color scheme goes a long way towards landing the job.

DRAWBACKS OF A POORLY PAINTED STORE.

Good clothes do not make the man, but they go a long way toward forming good impressions of him.

A good looking store does not make the store, but it is a great inducement.

These are two important factors—they either draw trade or repel it—and what merchant can afford to conduct a business in such a manner as will turn it away. Attractiveness, therefore, in the store, fixtures, stock and personal appearance of the help, is essential.

It is gratifying to note, during travels in the country, says the Paint, Oil and Drug Review, how the country merchant is awakening to the advantages of personal appearance, and where thirty years ago he would sit out in front of the store on a pleasant day whittling a stick that time is now devoted to the betterment of the store. The repelling power is even recognized here away from cities.

One of the greatest drawbacks a paint dealer can have is a poorly painted front to his store, and the next is the inside woodwork "crying" for paint. It takes a big store front these days to require a gallon of paint, and the usual sized front can be covered with half a gallon, because there is so little woodwork. Therefore,

as far as expense is concerned, a paint dealer can easily repaint every fall or spring, and this would largely be a "drawing card." Certainly it would not displease any one, or prove a repeller of trade.

Be sure the clerks are trained to please. An unkempt person, or one who chews gum or tobacco, should be placed in a school of reform. This really calls to mind the "school of instruction" that every merchant should establish. Such a system overcomes all the undesirable things in an establishment. It may take time and be troublesome, but it improves service and this begets trade, which is the only object in view. It is also a sure cure for the repelling power.

PAINT FOR FARMERS.

Secretary Wilson of the United States Department of Agriculture recently issued a bulletin to farmers in regard to paints. As paint dealers in Canada may be able to gather some talking points from it a part is herewith reproduced for the benefit of Journal readers. In addition to urging the proper use of paints for both useful and ornamental purposes, for he does not think anything too good or attractive for the farm homes, the Secretary makes the following suggestions:

"Do not use any paint containing compounds of lead about stables or outbuildings where the fumes from decaying organic matter occur, since these gases are likely to darken the lead paints. Do not use with lead compounds any pigment which may liberate compounds of sulphur. For example, ultramarine blue, while it contains sulphur in a form which may be set free, is a beautiful and very permanent blue and may be used with zinc white, but should not be used with white lead or any other lead pigments. Prussian blue, on the contrary, does not contain sulphur and may be used with lead pigments.

"Remember that turpentine and benzine are very inflammable, and especial precautions should be taken not to bring paint containing these substances near any light or open fire.

"Many pigments are poisonous, and the workman should be particularly careful to remove all paint stains from the skin, and not under any circumstances allow any of it to get into his mouth. A man should not eat in the same clothes in which he has been painting, and before eating he should not only change his clothes, but should wash all paint stains from his skin. It is not advisable to use turpentine or benzine in removing paint stains from the hands, but by oiling thoroughly with linseed oil, or, in fact, with any fatty oil, and then thoroughly washing with soap, the paint may be removed provided it has not been allowed to dry too thoroughly on the hands."

WHAT IS GUM?

The popular and, indeed, the scientific theory about gum has generally been that it is a natural product of certain trees and plants. But, in conformity with the germ theory of disease, it is also suggested that gum is the result of disease in the producing tree or plant.



TALKS ON PAINT SELLING

No. 5

When a dealer secures the Sherwin-Williams Agency, he also acquires the following business-building co-operation :

I. Advertising Literature designed and written by men specially trained in paint and varnish selling.

II. Store and display advertising in the form of window trims, cut outs, hangers and posters which make the S-W Agency the bulls-eye of attention.

III. The big national advertising campaigns, including the magazines, farm papers, bulletin boards, etc.

IV. A special department devoted exclusively to promoting property owners and other consumers by mail for the agent.

V. Representatives willing and capable of aiding

you to secure specially desirable and difficult business and the good-will of many of your local painters.

VI. Warehouse facilities that insure prompt deliveries of all orders.

VII. The entire organization, including the Decorative Department, which stands back of every agent prepared to help solve all technical and other problems in the handling or sale of any S-W Product.

An inquiry now may link all these forces to your store.

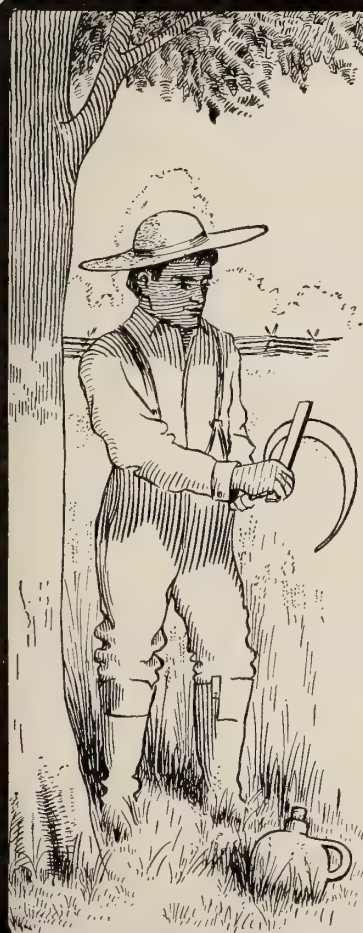
THE SHERWIN-WILLIAMS Co.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.



It Gives a Keen Edge to Your Selling Talk

To know the goods you are pushing will give perfect satisfaction. That no matter how enthusiastic you may be to effect a sale the goods will be as good as you say.

Enthusiasm with the ring of truth is half the selling battle and it takes confidence in the quality to give enthusiasm.

You will notice if you watch a *good* workman how he tests out the quality of the steel and the cutting edge of a strange tool before throwing his full power into the work.

It is reflected to his credit that he will use none but the best tools.

Every salesman naturally uses the same precaution until he is satisfied that he can let out all of his selling power without misrepresenting the goods.

MARTIN-SENOUR PAINT 100% PURE

will supply the confidence that gives enthusiasm and the keen edge to your selling talk.

We don't say that Martin-Senour Paint is the best, but we do say it is as good as can be made; a 100% Pure Paint, that will give perfect satisfaction to your customers.

Martin-Senour Paint will help you put more ginger in your sales talk.

All good things come to those who help themselves and you Mr. Dealer can get a good thing by writing for our Martin-Senour Paint Proposition.

THE MARTIN-SENOUR CO., Limited

Pioneers Pure Paint

MONTREAL

CHICAGO

WINNIPEG

It has been found that, by making an incision in the limb of a peach, apricot, plum, cherry, or other tree bearing stone fruit and inserting a bit of the gum under the edge of the wound an immediate formation of gum in copious quantity takes place.

These and other experiments would indicate that gums result from diseased action in trees, and that the disease can be set up by inoculation, just as small-pox is started in the human organism by similar means. Different diseases in different trees give us dissimilar gums, as arabic, tragacanth, and probably many resins and gum resins.

A flesh wound on any part of the body forms an inlet for atmospheric bacteria, which produce inflammation, suppuration and the outflow of pus. Wounds on trees allow of the ingress of peculiar bacteria, which produce tree fever and the exudation of morbid matter called "gum."—Scientific American.

JOINS LOWE BROS. STAFF

J. W. Shorney, vice-president of the Toronto Lead and Color Co., and associated with this company for the past 26 years, transferred his interests on New Years to Lowe Bros., Toronto, with whom he will be associated in future,



J. W. SHORNEY, Toronto

devoting his energies to the sales and executive departments. Mr. Shorney has a wide connection in the hardware, paint and manufacturing trades and Lowe Bros. staff will be materially strengthened by his affiliation with the makers of "High Standard" paints.

PAINTS FOR THE WINTER TIME.

Here is a suggestion says a writer in Hardware Trade, that is worth while. A winter counter for paints. Instead of letting the paint department slumber peacefully during the cold weather months, stir it up and make some money out of it.

The winter is the time when the average farmer has plenty of spare time on his hands, and if you can suggest something to him that will keep him busy, he will thank you.

Buggies, wagons, implements, all need a coat of paint to preserve them, and the time to do that work is when they are not in use. So make a small showing of carriage and implement paints and draw Mr. Farmer's

attention to them when he comes in to get warm at the stove and he will surely respond with orders.

In addition the screens which have been replaced with storm sash need painting, so as to keep them from rusting, and a few cans of screen paint with a neat placard will do the business.

Then up in front of the store fix out a table and label it, "Your choice for a quarter." The following is a partial list of the items that can be profitably put on this table, which will sell themselves and make you a nice profit. Some carry a pretty long profit, some only a short one, but the average is well worth while. The approximate cost is also given to show you just where you are:—

Article.	Cost.
1/2-pint Household Paint.....	\$0.14
1/4-pint Enamel Finish.....	.12 1/2
1/2-pint Varnish Stain.....	.17 1/2
1/2-pint Wood Stain.....	.17
1/2-lb. Can Wax Polish.....	.16 1/2
1-lb. Crack Filler.....	.16
1/2-pint Stove Pipe Enamel with brush.....	.12 1/2
4-oz. Bottle Furniture Polish.....	.10
1-pint Furniture Varnish.....	.19
1/4-pint Aluminum Enamel.....	.15
1/2-pint Varnish Remover.....	.19
Small bottle Gold Paint.....	.15

Low-priced brushes of various kinds.

In addition to the direct profit to be made on the goods mentioned, there is the advertising value of constantly keeping before your customers during the winter, the fact that you have a paint department, ready to serve them, when ever the need arises.

VARNISH AND THE WEATHER.

The hardwareman who handles paint, and how few there are who do not, also sells a considerable quantity of varnish. No matter, says Hardware Trade, what line is handled nor how good it is, there will surely be some complaints from time to time. Often these complaints will come owing to the fact that the user is ignorant as to the conditions necessary to secure the best results.

Varnish is very susceptible to weather influence and a temperature of about 70 degrees Fahrenheit should be maintained while varnishing. Cold weather slows the drying and hardening processes and dampness of the atmosphere will do the same. A great excess of the latter may also cause cheap varnishes to turn white. Poor light and insufficient ventilation will make the varnish work badly.

When the weather is very hot varnish will not harden as quickly as it otherwise would. Because the weather conditions are not what they ought to be when it is applied, does not necessarily mean that the quality of the varnish is poor.

Inferior workmanship is also a fruitful cause of unsatisfactory results. Each coat of varnish must be given sufficient time to properly dry and harden before the next is applied. Premature application of the second and succeeding coats often leads to very bad results, the principal trouble being known as "sweating."

As has been mentioned in these columns before, it is always a good plan when selling paint and varnish to inquire of the customer something about the work contemplated. A few words of instruction diplomatically spoken will save many a complaint and much dissatisfaction.

Court the Retailer

By A. B. Lever

It is often said that the dealer merely hands over the counter the article or commodity that the customer asks for.

Is it true ?

In exceptional cases it may be ; as a rule it is not true.

If, as a rule, it were true it would be just as well to place penny-in-the-slot machines behind the counter ; and it would cost less.

He would be an unwise merchant who would refuse to sell the customer the particular brand or make of article asked for, but he would be equally unwise were he never to try to sell merchandise other than that specifically asked for.

The fact of the matter is that the dealer who is a salesman pushes those goods which on account of quality or price pays him the best either in profit direct or in satisfaction that is given the customer.

What does this mean ?

Simply and solely that the manufacturers and wholesalers who want the retailer to distribute their goods must secure his sympathetic co-operation.

And the best way to get the sympathetic co-operation of the retailer is through the trade paper.

The retailer " marks, learns, and inwardly digests " the contents of his trade paper—advertisements as well as reading matter.

The advertisements he digests naturally predisposes him in favor of the firms who advertise, and even if he may not always order direct he has been put in a receptive state of mind for the advent of the traveler.

Seed always takes better in ground that has been prepared.

BRITISH COLUMBIA ASSOCIATION EXPANDING.

The British Columbia Hardware Dealers' Association is endeavoring to widen the scope of its influence and at its last meeting at North Vancouver on December 5, a committee of three, Messrs. H. T. Kirk, New Westminster, C. Kennedy, Vancouver, and George Blakeley, New Westminster, was appointed to call on the retail hardwaremen in Chilliwack, Eburne, Coquitlam and other places and point out the benefits to be gained by affiliating with the Provincial Association.

Up to the present the British Columbia Association has been maintained, and its benefits enjoyed, by the hardwaremen in Vancouver, Victoria and New Westminster, and possibly Nanaimo, and it is an excellent sign of progressiveness for the Association to endeavor to extend to other hardwaremen the good things resulting from getting together as business men.

Hardwaremen in Kamloops and other interior towns will likewise be welcome and any desirous of becoming members should write R. D. Dinning, Secretary, Vancouver.

President Harry C. Martin presided at the December 5 meeting, which was one of the largest regular meetings ever held, quite a number of travellers being guests of the retailers, including A. L. Teetzel, McPherson & Teetzel, Vancouver; P. Martin, Stratford Mfg. Co., Stratford, Ont.; I. Johnson, Simplex Mfg. Co., Vancouver; W. C. Birdsall, the manager of E. C. Atkins & Co.'s new branch at Vancouver; A. H. Brush, Marshall-Wells Hardware Co., and others.

The question of accepting travellers as associate members of the British Columbia Association, on the same plan as has proven so successful in the Ontario Retail Hardware and Stove Dealers' Association, where a nominal fee of \$1 yearly is charged, was urged by Past President Kirk, New Westminster, but final action was left over until the annual meeting.

A discussion on price cutting resulted in some pointed remarks which are calculated to clear the atmosphere and result in the elimination of future cause for complaint. As President Martin pointed out, the Association meeting is the proper place to air a grievance. If a grouch is nursed the scratch will soon become a running sore, whereas by getting together and talking things over grievances can be righted and a living profit secured by all.

Music and songs contributed by the retailers and travellers, and the refreshments served by Vice-President Paine, of Paine & McMillan, North Vancouver, helped to make the evening enjoyable.

WEIGHTS AND MEASURES PETITIONS.

"I have taken the time to call on the merchants here and enclose a fully signed petition. I trust the effort to abolish the charges for weights and measures re-inspection will be successful and hope that every town will do as well as Alliston with the petition. I do not think I have left one out who sells by weight or measurement."—W. B. Clifton, Alliston.

So writes one of the oldest members of the Ontario Retail Hardware and Stove Dealers' Association when sending a petition signed by forty-one merchants in response to the circular letter and petition sent to every hardware merchant in Ontario on November 15.

Mr. Clifton did his work thoroughly—didn't miss a man—but about nine hundred hardwaremen in Ontario, equally interested with Mr. Clifton in having the re-inspection charges abolished, didn't even take the trouble to sign their own name to the petition form and enclose in the addressed envelope supplied them.

Some merchants want everything handed to them on

a silver platter—and then they'd kick because it was plated rather than sterling silver.

Here are some of the names of those who have sent in petitions signed by ten or more names: Ed. Wanless, Chatham; D. A. MacNab, Orillia; F. A. Hoar, Barrie; L. Baker, Bobcaygeon; W. F. MacPherson, Prescott; W. J. Bowes, Markdale; W. D. Stinson, Omemee; Geo. Krauter, Ethel; W. M. Moote & Son, Dunnville; John Armstrong, Brigden; Johns & Trelford, Southampton; Murdy & Sutherland, Lucknow; S. Paul, Bluevale; R. A. Jelly, Shelburne; Fawcett Hdwe. Co., Tweed; W. L. Allen & Co., Cobourg; Northern Canada Supply Co., Cobalt; S. A. Perrin, Newcastle; Chas. W. Mullett, Bancroft; Hugh Sherk, Ridgeway; Cameron & Cameron, Beaverton; Geo. McLean, Otterville; Clements & Co., Milton; J. Henry & Son, Orono; D. H. MacKay, Kingsville; J. S. Allen, Burlington; D. Mistele, Rodney; MacDonald & Hay, North Bay; R. W. Metcalfe, Hawkestone; G. F. Frankland, Toronto; S. D. Ross, Brighton; Karley & Purcell, Athens; Bertram Kriesel, New Dundee; A. G. Anderson, Port Dover; J. Wilcox, Cookstown; Frank A. Wing, Westport; H. G. Fitzgerald, Lakefield; H. F. G. Fryer, Blind River; Reg. F. Scott, Forest; Kewatin Hdwe. Co., Kewatin; D. Teiman, Dashwood; Franks & Watson, Woodbridge; T. M. Nash, Wellington; C. Worrod, Tottenham, and C. Richardson & Son, Harrow.

STATUS OF "GIFT" YARDSTICKS.

In connection with the agitation for the abolition of the charges for the re-inspection of weights and measures the question has very rightly been asked as to how it is that anybody is allowed to give away uninspected yardsticks free while manufacturers of rules and tapes are prevented from selling yardsticks unless they are brass bound on the ends and duly inspected before shipment.

What is to prevent the use of the "gift" yardsticks with a quarter inch whittled off at each end by unscrupulous vendors of goods sold by the yard?

And how much revenue is lost annually by retail hardwaremen as a result of the free distribution of these "gift" foot rules and yardsticks?

No one could object to insurance companies or other concerns giving away rules or yardsticks if they are inspected the same as the goods offered for sale in hardware stores but the present position does not seem to be fair to either retailers or manufacturers.

DIRECT RESULTS FROM HARDWARE EXHIBIT.

An example of the value of making exhibits at hardware conventions is related by Past President Brocklebank of the Ontario Retail Hardware and Stove Dealers' Association.

"Last year at Peterboro we saw the display of washing machines made by J. H. Connor & Son, Ottawa. The goods were new to us but we liked their appearance and workmanship and ordered three to be sent to us. They came along in March and in eight months we have sold thirty-two in our store at Arthur.

"It pays us to study the displays at our annual conventions and other retailers can make their visit to the convention each year equally profitable."

Mr. Brocklebank retired from active work in the Brocklebank, Limited, business at Arthur last spring and went farming for a change. He has now sold the farm, however, and may possibly get back into the hardware business again. Anyway, he will be at the Guelph convention if he can possibly get there.

A RETAILER'S USEFUL SOUVENIR.

G. A. Binns, hardware merchant, Newmarket, Ont., has sent out a useful souvenir in the shape of an expansive file for the classification and safe keeping of valuable documents, papers, receipts, etc. This file has a stiff cardboard cover and inside are envelope-shaped compartments for insurance documents, bills payable, bills receivable, notes, receipts, and a compartment for miscellaneous matter.

Both covers present Mr. Binns' advertisement and on the back one a cut of his store is shown. Tape is wound round the file to prevent documents falling out.

Mr. Binns believes that the practice of sending out calendars is overdone and, therefore, always sends out some useful souvenir. Last year this was in the shape of a very neat match holder.

Chas. Moffatt, manager of Moffatt Stove Company branch at Winnipeg, made a trip East before Christmas. Mr. Moffatt has made arrangements to handle a line of furniture in connection with Moffatt stoves in Western Canada during the coming year.

A. E. Karges, manager of James Stewart Mfg. Co., Winnipeg, made a fortnight's visit to Woodstock and Toronto during the holiday season.

N. L. Stewart, manufacturers' agent, 126 Wellington Street West, Toronto, has accepted the sales representation of Clauss Shear Company in Ontario and will call on retailers with this line in addition to the well-known lines of Findlay stoves and White Mountain refrigerators which he also represents.

CLASSIFIED ADVERTISEMENTS

Advertisements under this head ten cents per agate line each insertion. About ten words to one line. Remit when ordering.

BUSINESSES FOR SALE

FOR SALE—First-class hardware and tinsmith business in good country. Stock about \$4,500. Owner going west. Apply R. C. THOMSON, Melbourne, Ont.

FOR SALE—Hardware, Stove and Granite Business. Established thirty years, doing a splendid business, stock will run about seven thousand and in fine shape. Yearly turnover twenty thousand; good store, can be rented or bought; fine farming country. This business will stand closest inspection. At rate on the dollar. Wish to retire. D. FERGUSON, Teeswater.

HARDWARE STOVE AND TINWARE BUSINESS—Established twenty-two years, doing a cash business last year of forty-five thousand. Stock will run about eight to ten thousand, good shape. This is a money-maker to a good, live man. Good reasons for selling, splendid farming community. If interested would like to show you this business. Splendid store can be rented or bought. O. B. HENRY & Co., Drayton, Ont.

BUSINESS CHANCE IN WESTERN CANADA

A young hardwareman with experience is wanted to take charge of hardware store in new town in Saskatchewan, either on straight salary or on a basis of 50 per cent. interest in the business in addition to salary. Must be able to prove reliability and capability. Address P. H., Room 410 McKinnon Building, Toronto.

SITUATIONS VACANT

STEADY employment for Tinsmith who wants work in city. McLEAN'S HARDWARE, 305 Roncesvalles Ave., Toronto.

WANTED—HARDWAREMEN—2, with four or five years' experience, retail or wholesale, for laying out orders wholesale warehouse. State experience and salary wanted. PEART BROS. HARDWARE CO., LTD., Regina, Sask.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured

67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

SPECIAL THREE MONTHS TRIAL OFFER

A three months trial will convince you that this is the most thorough and practical course in Sheet Metal Pattern Drafting to be had. I will send you the first three months work, consisting of the first 15 plates, 15½ in. x 18½ in., with instruction sheets for \$5.00. If you are in doubt as to whether this course is what you want, you may give it a three months trial without binding yourself in any way to complete the full 25 months' course unless you wish to do so. **The Foundation of Pattern Drafting** is taught in the first three months work. Cut out this advertisement and enclose with a post office order for \$5.00 payable to G. L. Gray and the above mentioned three months drawings and instruction sheets will be sent you at once prepaid. This offer stands good for 30 days only from date of this issue.

GRAY'S SCHOOL 3537 THIRD AVENUE
NEW YORK CITY



FOR
1912



Our line of Baby Carriages, Go-Carts, Collapsible Go-Carts, is now ready.

**AN ADDED
ATTRACTION**

Is the Children's Sulky line. See these before completing purchases.

Travellers now on the road.

TORONTO
Gendron
CANADA
TRADE MARK
REG.

Canadian Trade News

Kydd Bros. have nearly completed their new four-storey building at 175 Pinder St. W., Vancouver, B. C. They will occupy the whole building.

R. H. Wright has sold his grocery stock and has opened a fine new hardware store at 469 16th Ave., Vancouver, B. C.

Carter Bros., hardware dealers, Picton, Ont., are sending to their customers a nice 1912 calendar. It shows a typical summer girl on board a yacht and is entitled "Vacation Days."

The Soo Hardware Company, Limited, have been granted Provincial charter. Capital stock, \$40,000. Head office, Sault Ste. Marie, Ont.

The Taylor-Forbes Company, Guelph, made a large shipment of lawn mowers to Europe in December and several car loads will be shipped to Western Canada jobbers in January and February.

F. H. Hayhurst, manager of the Galt Art Metal Company, has resigned, and W. H. Lutz is acting manager, with L. W. Koser as sales manager.

The Wells & Emmerson Hardware Company, Port Arthur, have a window that greatly pleased the children. It showed Santa entering the room via the chimney route and the tree waiting for its load. Good ideas in the gift line were displayed.

Fire starting in Millburn & Millburn's hardware store, Hawarden, Sask., completely destroyed Mander-son & Forgeson's implement and garage building and several other stores.

C. Edward Wood, formerly sales manager for the Dominion Cartridge Company and lately with the Standard Arms Company, Wilmington, Del., has been appointed special sales representative in Canada for the Peck, Stow and Wilcox Company, tool manufacturers, Cleveland, Ohio. Mr. Wood is well known to the Canadian trade and he will naturally have a good many well-wishers in this country.

There is an opening for a hardware store at Elstow, Sask. Write the secretary of the board of trade. There is also an opening for a hardware store at Ripley, Alta.

BUSINESS CHANGES

Eastern Canada.

St. John, N. B.—John R. Robertson, of Robertson, Foster & Smith, Ltd., deceased.

Montreal.—Dominion Window Bolt and Steel Latch Mfg. Co., sold to Montreal Hardware Co.

Manitoba.

Durban.—S. Harvey has admitted his son as partner and firm will be known as S. Harvey & Son.

Saskatchewan.

Regina.—Winnipeg Paint and Glass Company will establish branch here.

Viewfield.—D. McKnight opened store.

Glen Ewen.—Chas. Hames, of Winteringham & Hames, retiring, Winteringham continuing.

New Warren.—Monson Hardware Company opened store.

Earl Grey—A. C. Beach Co., Ltd., sold to Alex. Cruickshanks and Maynard McPhee.

Parkside.—Tutton & Tang opened store.

Earl Grey.—S. A. Youngberg sold to John Cleverley.

Alberta.

Manville.—Cecil Frank sold to J. R. Barnes.

Gaspe.—Thorson & Hargreaves sold hardware to T. N. Carruthers.

Lethbridge.—Latimer & Hart, hardware, succeeded by Sanderson & Hart.

Moundville.—E. H. Ward, groceries and hardware, opening a branch at Clyde.

Lethbridge.—Latimer & Hart succeeded by Sanderson & Hart.

DEATH OF C. F. GROVER.

On Christmas night death removed a popular and well known hardware traveller, in the person of Mr. C. F. Grover, who passed away at his home in East Roxborough Street, Toronto. Mr. Grover had not been well for a few years and retired from active work about a year ago. At the time of his death he was 57 years of age. For some years he represented Samuel, Benjamin & Company, Toronto, and Frotheringham & Workman, Montreal. In more recent years he was with H. S. Howland, Sons & Company, Toronto. After being with the latter firm for a number of years, he joined the staff of the Dominion Wire Manufacturing Company, Montreal, and remained with this firm up till the time it was merged with the Steel Company of Canada.

The late Mr. Grover travelled mostly in Ontario, where he was well known to all hardware men. He also made trips to the Pacific coast and had a wide connection in Western Canada. The hardware trade all over Canada will be sorry to hear of Mr. Grover's death, for he was well liked and respected wherever he was known. He is survived by a widow and one son.

ENTHUSIASTIC MEETING OF PAINT MEN.

The annual convention of sales representatives and branch managers of The Martin-Senour Company, Limited, was held at Montreal on December 18, 19 and 20.

The meeting was one of the most successful ever held, the spirit of enthusiasm among the representatives of the company was never so much in evidence, and all were enthusiastic over the success they have met with during the past year and the prospects for increased business during the year to come.

PEART BROS. BRANCHING OUT.

J. Walton Peart, of Peart Bros., wholesale and retail hardware merchants, Regina, spent ten days in Toronto, St. Marys and other eastern points in December. One of Mr. Peart's objects was to secure two new travellers for their wholesale business, which has surpassed in volume the figure set as a high water mark at the beginning of the year.

Peart Bros. have recently purchased for \$93,000 a fine site for a new retail store to be erected at Regina in a year or so, the trend of population being away from their present location, which is on a valuable site opposite the C.P.R. depot. A site has also been secured at Swift Current, Sask., where a branch will be established shortly.

LOOK FIRST TO QUALITY

B-H "English" Paint

IS THE HIGHEST GRADE PAINT MADE

70% Pure White Lead
(Brandram's B.B. Genuine)

30% Pure White Zinc

100% Pure

A formula guarantee on every can

You will easily make more and larger sales when you know and your customers know that the paint you are handling is all paint—the highest grade.
Write us a postal for prices and advertising helps.

ADDRESS OUR NEAREST OFFICE

BRANDRAM-HENDERSON

LIMITED

MONTREAL

TORONTO

HALIFAX

WINNIPEG

ST. JOHN



J. MOXON & SON

OXFORD STOVES AND RANGES

GENERAL HARDWARE

PAINTS, OILS, GLASS, PUTTY, ETC.

SOLE AGENTS IN PRINCE EDWARD
COUNTY FOR
WOOD FIBRE PLASTER

PICTON, ONT.

December 6th'11.

Pinchin-Johnson & Co. (Canada) Limited,

Toronto, Ont.

Gentlemen:-

We have now on our shelves the stock of Pinchin-Johnson Paint ordered from you, and are very proud of the fine appearance it makes. It is a matter of pleasure for the writer to sit in a Picture Show, as he often does, and when the slides are put on advertising Pinchin-Johnson Paint, and our name appears as Agents, to hear the remarks, "That's the new Paint Moxon & Son are selling; I am going to try it. It must be good or they would not advertise it so". Almost daily we have parties coming in from the country asking for a color card of MINERVA Paints. They have seen the signs.

We have handled one make of Paint for over twelve years before making the change to MINERVA, and can say in all truth that we have had more enquiries re the Pinchin-Johnson Paint since we took the agency, (and this is only a few months), than we had for the other Paint all the years we handled it. I also find my clerks are far better satisfied. They speak proudly of your Counter Album showing colors, of the color cabinet to hold folders, the fine arrangement of slats and window displays, until at the present time I wonder how I ever got on and did a paint business with the line I handled.

We have already booked a number of good jobs to be painted with MINERVA in the Spring, and unless we mistake greatly next Spring will be a banner year for Pinchin-Johnson MINERVA Paints in Picton. I have but one regret in making the change. We had quite a stock of the other line of Paint we handled when we took your agency. I instructed my clerks to run it off at most any price in order to get rid of it, but since the advertising of MINERVA Brand, though we try to push it, we find it a hard proposition.

I once wrote to The Gurney Foundry Co. of Toronto as follows:- "After a careful consideration of every line now marketed in this country, I have come to the conclusion that nothing will make a name for my store - nothing will make friends for me like the line of Stoves and Ranges made by the Gurney Foundry Co".

I might say in conclusion that I feel the same regarding MINERVA Paints; they appeal to me as being two winners not only as to name, but backed up by quality, and we only hope all who have taken the agency for your MINERVA Paint are as well satisfied with the goods, and the treatment tendered them as we are.

Yours truly,

John Moxon & Son.

READ

WHAT THE

"MINERVA"

PAINT AGENCY

has done for this dealer—

It will do the same for you!

Write for particulars—It will pay you.

All Minerva Products are sold in Full Imperial
Measure Cans

Pinchin-Johnson & Co.

(Canada), Limited

377-387 Carlaw Avenue, - TORONTO

Established in England 1834

Market Situation

THE HARDWARE MARKETS.

Everything is quiet after the holiday rush and wholesalers, as well as the retail men are busily engaged taking stock. There are a few orders coming in but nothing to speak of. Trade during last year was excellent and the outlook for 1912 is that this year will eclipse all others.

The mild, open weather greatly affected the sale of seasonable and sporting goods, such as skates, hockey sticks, sleigh bells, snowshoes, toboggans, etc. In other years jobbers have had to send sorting orders to Germany for skates. This year, however, a great many of them have stocks left on their hands. Dealers have held off their orders being in a quandary as to what quantities to order. With the advent of colder weather, however, trade will pick up. An instance of how the weather has affected the retailer is shown by the fact that one Toronto firm has been advertising their skates at greatly reduced prices.

Business in household goods has slackened since the holiday season, but some good orders are still being received. Retailers are too busily engaged in stock-taking to order any goods that are not absolutely required.

Not a great deal of business is being done in heavy hardware or builders' hardware since the weather has turned colder. Nearly all orders that are coming to hand are from city retailers.

Wire and wire goods are moving slowly, but, like other lines, nothing startling is doing. Prices in the States recently took a jump, caused by the extra demand after the recent depression. So far, however, prices in Canada remain the same and no immediate change, one way or another, is looked for.

THE METAL MARKETS.

The metal market is dull and there is little doing in any line. Manufacturers are busy stock-taking and are content to get along with present stocks and are not ordering to any extent. All markets are firm, however, and the outlook for 1912 is bright.

Copper remains firm and the demands is excellent. Present indications point to a strong market for 1912. Dealers state that present stocks are only equal to about six week's supply and state they may have some "fireworks" similar to those experienced on tin this year. It is almost certain that prices will not come back to their former level.

Tin is in good demand in spite of the rising prices. The prices on the primary markets have slowly risen and, naturally, affect this market, till now the present quotation is 47½ cents. High prices are likely to continue.

Spelter is quiet and the demand only fair. The big call for this metal has eased off. Local stocks, however, are light.

Very little is being done in antimony, the business being confined to enquiries only. However, from these it shows manufacturers are still interested.

Enquiries being received for pig iron indicate that business next year will be brisk. Very little is being sold at present, however. Prices remain the same, viz.,

Canadian, \$18.50 to \$19; Middlesboro, \$19.75; Glen-garnock Scotch, \$22.75, f.o.b. Toronto.

Prices in lead remain unchanged, although the market possesses a firmer tone. The demand is still good, but not as heavy as it has been. Nevertheless, quite an interest is being taken in this metal.

PAINT AND OIL MARKETS.

Business in all lines is quiet, and dealers are busy-ing themselves with planning their 1912 campaign. The spring business will soon commence and the rush and hurry will be on again. Already a number of orders have been received for 1912 delivery.

The outlook for spring is somewhat of a conundrum at present, for dealers do not know just how things are going to be. While some time ago it looked as if lin-seed oil would be cheaper, it now looks as if it will be strong. The present prices are 90 cents for raw and 93 for boiled. Manufacturers do not seem at all eager to fill orders even at this price. The loss of seed in the Northwest and the depletion of stocks in the Old Country are given as the reason for the change.

Turpentine is likely to advance soon, and would have risen before this had it not been for the large stocks in the South and the number of substitutes on the market. Despite the fact that a large quantity is being held, prices in Savannah have risen several cents and will go higher. Manufacturers will soon be in the market, and, on the whole, it looks as if high prices will prevail.

White lead remains unchanged, but there is a feeling that the high point has not yet been reached, and it is altogether likely that prices will go even higher than they are now.

Glass is still in good demand; also putty. It is almost certain that glass will be higher during 1912. The only reason given for this is that present prices are too low—lower than the market warrants.

Cummer-Dowswell, Limited, Hamilton, Ont., have sent to all their customers a very attractive Christmas greeting card. The cover of the card is decorated with holly and has the old, old wish, "A Merry Xmas and a Happy New Year." Through an opening that has been left the firm's crest is shown. Inside is a verse which reads. "We may build more splendid habitations, fill our rooms with paintings and sculptures, but we cannot buy with gold the old associations."

HARDWAREMEN IN MUNICIPAL AFFAIRS

Among the Ontario hardware men who have been elected to represent their cities, towns and villages in municipal affairs are the following:

As Mayor—G. W. Ecclestone, Bracebridge; Wm. Black, Durham; J. Gilpin, Collingwood; and G. D. Forbes, Hespeler.

As Aldermen—H. Ocomore, Guelph; R. C. Chown, Belleville; S. Penfold, Guelph; Ed. Wanless, Chatham; A. D. Westman, Chatham; Fred McBrien, Toronto.

As Councillor—S. D. Doner, Stayner; J. A. Crow, Welland; L. Grill, Hespeler.

As Reeve—J. H. Christie, Owen Sound; C. L. Owen, Campbellford; D. Brocklebank, Arthur; and W. J. Heaman, Exeter.

As School Trustee—C. Wigle, Amherstburg; Percy Chown, Kingston; Thos. Marshall, Dunnville.

Think Over This Metal Ceiling Matter

*How we
bring trade
right into
your store.*

Our advertising campaign for 1911 will bring us many inquiries from people who would buy from you if you had the Preston Steel Ceiling agency. Such inquiries we would promptly turn over to you.

*How we
make sure
no one can
out-class
you.*

We keep our assortment of designs right up to date. We now have over 1100 quick-selling patterns of these ceilings.

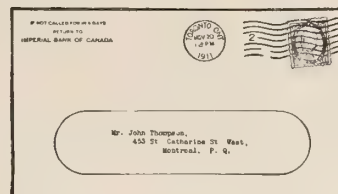
*Over Eleven
Hundred
New
Designs*

At our factories at Preston and Montreal we carry stocks big enough to promptly fill every order. Thus our dealers never suffer from delays.

The Metal Shingle & Siding Co. Ltd.

Factories—Preston, Ont.; Montreal, Que.

1



One Use for Window Envelope

STATEMENTS should be mailed in the B-E WINDOW ENVELOPE, for safety's sake and to save time. ¶ Impossible to send Brown's bill, showing special prices or discounts, to Smith—with the natural but embarrassing results. ¶ The B-E WINDOW ENVELOPE automatically insures that the right bill will go to the right man. No address required—hence no stenographic labor, no delay in mailing. Prompt statements mean prompt settlements.

THE B-E WINDOW ENVELOPE is made from stock to match regular letter head. It is not a flimsy makeshift. Send for samples and prices. We will see that you are supplied through regular dealer or direct.

Discounts for quantities.

BARBER-ELLIS, Limited

62 Wellington St. W. - - - Toronto

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers

Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL

Managers Canadian Branch

EASYSET Store Front Construction

Having recently secured the agency for this up-to-date system of glass setting we are prepared to fill your wants in

SIDEWALK PRISMS
STORE FRONT BARS
PLATE GLASS
TRANSOM GLASS

For transoms we can supply plain or MAXIMUM PRISM in sheets or in tiles set in hard metal bar. Let us figure on your next specification.

The
Consolidated Plate Glass Co.
of Canada, Limited
Winnipeg Toronto Montreal

PREVAILING MARKET PRICES.

Toronto, January 6th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 08
Brass rods, ½ to 1 inch...	0 21
Sheets, up to 20 gauge...	0 22
Tubing, 1 inch, base....	0 23
Copper ingots, casting....	0 14½
Sheets, plain, 14 oz. base	0 22
Sheets, tinned, 14 oz. base	20 ½
Sheets, plished, 14 oz. base	0 28
Sheets, braziers	0 23
Bars, round ½ to 2 in....	0 21
Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, To-	
ronto	2 90
All bright, 52 sheets....	4 00
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 70
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	5 50
24 gauge, per square	4 50
26 gauge, per square	3 50
28 gauge, per square	3 30

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge ... 3 35	3 60
22-24 gauge ... 3 40	3 65
26 gauge	3 80
28 gauge	3 90
Less than case lots 10 cents per	
hd. extra.	

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10½ oz., equal to 28 Eng. 4 25	

Iron Pipe, per 100 feet—	
Black, base, 1 inch	4 54
Galvanized, base, 1 inch	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 05
Forged iron	2 20
Refined horseshoe iron	2 30
Sleigh shoe and mild steel 2 15	
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18 25	
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50

Lead, Canadian pig	4 25
Imported pig, 100 lb.	4 35
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft. 5 00	
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb.,	
24½ 26½	

Spelter, foreign, per 100 lb. 6 75	
Sheet Zinc, 500 lb. casks.. 7 50	
Tin, ingots, 100 lb.	47 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	

I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Ret-	
tinued.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets.. 7 50	
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 25
72x30 up to 26 gauge,	
case lots	7 85

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb. 11½	
Light copper bottoms	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap.	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00

Chemicals, in casks, per lb.—	
Arsenate of lead	0 09
Sulphate of copper (blue	
stone)	0 07
Litharge, ground	0 51
Litharge, flaked	0 54
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins,	
pure	0 09
Chrome, yellow, pure	0 18
Golden ochre, pure	0 11
French ochre, pure	0 09
Chrome green, pure	0 14
French permanent green,	
pure	0 15
Signwriters' black, pure.. 0 17	
Marine black, 25 lb. irons	
0 05	
Glue, in sheets	0 10
1 lb. packages (Brantford) 0 25	

Petroleum—

Can. Prime white, gal. 0 12	
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½

Putty—

1st. 2nd.	
Bulk in casks	2 35
Bulk 100 lb. drums	2 70
Bladders in barrels	2 90

Ready Mixed Paints—

Per gallon, qt. tins. 1 65	2 00
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Red Lead (Dry)—

Genuine, 560 lb. casks,	
per cwt.	5 00
Genuine, 100 lb. kegs,	
per cwt.	5 50

Shingle Stains—

In 5-gallon buckets	0 95
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Turpentine and Linseed Oil—

Pure Turpentine, single	
barrels	0 71
Linseed Oil, single barrel,	
raw	0 90
Linseed Oil, single barrel,	
boiled	0 93

Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints, per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—

Canadian pure, less than tons. 6 90	
Canadian pure, ton lots	6 75
Canadian pure, five ton lots.. 6 60	

White Zinc—

Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 09½

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50
Toronto, 25 p.c.		

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz. 0 60	
Plaster of Paris, bbl.	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. 1 00	
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05½	
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Bolts and Nuts—

Carriage bolts, 70 p.c.; ma-	
chine bolts, ¾ and less, 60, 10 &	
10; machine bolts, 7-16 and up,	
60; plough bolts, 55, 5 & 10;	
blank bolts, 60; bolt ends, 60;	
sleigh shoe bolts, ¾ and less,	
60 and 10; sleigh shoe bolts,	
7-16 & larger, 55 and 05; coach	
screws, new list, 70.	
Nuts, square, all sizes, 4¼c per	
lb. off.	
Nuts, hexagon, all sizes, 4¼c per	
lb. off.	
Stove rods, per lb., 5½ to 6c.	
Stove bolts, 80.	

Chain—Proof coil, per 100 lb. ¼

in., \$6.00; 5-16 in., \$4.85; ¾	
in., \$4.25; 7-16 in., \$4.00; 1½	
in., \$3.75; 9-16 in., \$3.70; ¾	
in., \$3.65; ¾ in., \$3.60; ¾ in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	

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Blacksmith's portable, 135	
lbs.,	9 85

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\$2.80 per box base No. 9 and	
larger.	

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No. 1 and smaller, \$3.75; No. 2	
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all sizes, \$6.00.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails base	2 30
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
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\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per

100 ft.,	
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Coiled Spring Wire—

High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal.	

Fine Steel Wire—25 per cent.

Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—2-in. mesh, 19

w.g., 60 and 2½ p.c. Other sizes,	
60 and 5 p.c.	

Smooth Steel Wire—base, \$2.35.

Wire Fencing, car lots—Montreal.

Galvanized, barb	2 30
Galvanized, plain twist .. 2 60	

Fence Staples—Bright, \$2.60; gal-

vanized, \$2.85.	
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Wire Rope—Galvanized, 1st grade,

6 strands, 24 wires, ½, \$5; 1	
inch, \$16.80.	

Black, 1st grade, 6 strands, 19

wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—

Galvanized	2 85
Plain	2 60

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Hinged pipe vise, 25 lbs. 3 55	
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

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Adzes — Carpenters', per	
doz.	12 50
14 00	

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per doz.	6 00
9 00	

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12 00	

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6 75	10 00
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Broad axes

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"Boys' axes

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Shingle hatchets .. 1 45	6 75
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Claw hatchets .. 1 70 5 00

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Bolts and Nuts—	Hand delivery and creamery cans, 40 p.c.	Cotton, 3-16 inch and larger..... 0 24	saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45 and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; 'strawberry box tacks, 80 and 10.
Carriage Bolts, common new \$1 list.	Railroad and cream cans and taps, 45 p.c.	Russia Deep sea 0 16	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Carriage Bolts, ¾ and smaller, 70 p.c.	Creamery trimmings, 75 and 12½ p.c.	Jute 0 09	Tinners' Snips—35 per cent.
Carriage Bolts, 7-16 and up, 70 p.c.	Files and Rasps—	Lath Yarn, single.... 0 08	Tinners' Trimmings—45 per cent.
Carriage Bolts, Norway Iron (\$3 list), 60 p.c.	Disston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 62 2-3; Jowett's (English list), 27½.	Lath Yarn, double.... 0 08½	Plain and retinned, 75 and 12½.
Machine Bolts, ¾ and less, 60, 10 & 10 p.c.	Hammers— Tack, iron, doz. 0 35	Sisal bed cord, 48 feet, per doz. 0 65	Traps (steel game) — Newhouse, 30 per cent.
Machine Bolts, 7-16 and up, 60 p.c.	Ladies claw, handled, doz. 0 60	Sisal bed cord, 60 feet, per doz. 0 80	Hawley & Norton, 40, 10 and 5 per cent.
Plough Bolts, 55, 5 & 10 p.c.	Adze eye nail hammer, 10 oz., doz. 1 25	Sisal bed cord, 72 feet, per doz. 0 95	Victor, 60 and 5 per cent.
Blank Bolts, 60 p.c.	Adze eye, hickory handle, 1 lb., doz. 6 25	Cotton clothes line, 27½ off.	Oneida Jump (Star), 50, 10, and 5 per cent.
Bolt Ends, 6 Op.c.	Adze eye, straight claw, 1 lb., doz. 7 00	Bag, Russian twine, per lb. 0 27	Wheelbarrows—
Sleigh Shoe Bolts, ¾ and less, 60 and 10 p.c.	Farriers hammers, 10 oz., doz. 5 60	Wrapping, cotton, 3-ply twine 0 26	Navy, steel wheel, dozen 21 20
Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.	Tinners setting, ½ lb., doz. 4 50	Wrapping, cotton 4-ply twine 0 30	Garden, steel wheel, doz. 32 40
Coach Screws, new list, 7 p.c.	Machinists, ½ lb., doz. 3 20	Mattress twine, per lb. 0 45	Wrought Iron Washers— Canadian, 50 per cent.
Nuts, square, all sizes, 4½c per lb. off.	Sledge, Masons, 5 lbs. and over 0 06	Staging twine, per lb. 0 35	Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft. in 50-ft. rolls, \$1.70 per 100 sq. ft.
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Tarred Fibre Cyclone, 25 lb., per roll 0 55	Screw hook and hinge, \$3.50, \$4.50.	Common, plain 4 25	
Dry Cyclone, 15 lbs. 0 45	Crate hinges and back flaps, 65 and 5 p.c.	Common, plated 5 50	
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Pitch, Boston or Sydney, per 100 lbs. 0 70	Iron gate hooks and eyes, 60 and 20 p.c.	Screws— Wood, F.H., bright and steel 85 and 10	
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Heavy Fibre, 32 & 60, per 100 lbs. 3 00	Stove pipe eyes, kitchen and square hooks, 60 p.c.	Wood, F.H., brass 75 and 10	
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Nails, per lb. 0 05	Lignum Vitae, round, 5 inch 2 40	Shovels and Spades—	
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Cast iron loose pin, 60 p.c.	Pick handles, \$1.85 dozen.	Base, per lb., 28 cents.	
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"Taxite"

"Klensa"

"Expedite"

"Bapco"

"Scrape-off"

"Robertson's Paint and Varnish Remover"

"Devolite"

"Solvo"

"Martin-Senour Paint and Varnish Remover"

The character and standing of these companies is a guarantee to you that the paint remover sold by them is the best that can be produced.

You take no risk when you buy one of the licensed brands of removers. They are harmless and efficient. They contain no carbolic acid or alkali. They are neutral

Chadeloid Chemical Company

100 William Street
 NEW YORK, N. Y.



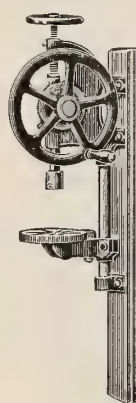
"MADE IN
 CANADA"

The Famous "Buffalo 200 Silent Blower," 1911 Model, 14-inch. Fan, is commanding the attention of the entire blacksmith world on account of its wonderful performance. Gives 22% more blast and works as easily as the best of 12-inch blowers.

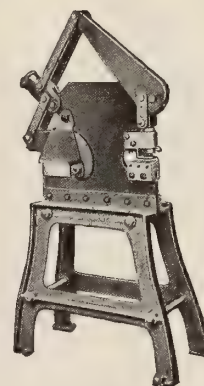
"MADE IN CANADA"



No. 130. Low-priced Forge for light repair work, rivet heating and farm use.



No. 150. Light Ball-Bearing Drill. We carry a complete line of Blacksmith Drills.



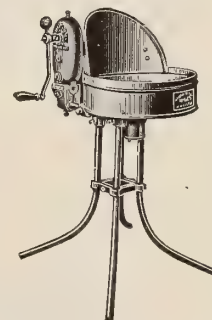
No. 4 B. Punch and Shear. All sizes. For hand and power.

"Buffalo"

Blacksmith, Horse Shoer, Tinsmith and Farm Blowers, Forges, Drills.

Contractors, boiler-makers, bridge builders, railroads, mills, factories, tinsmiths, farmers and people in a dozen other occupations use Buffalo blacksmith tools. Let us put before you information which will help you get your share of their business with very little effort on your part. Drop us a line now.

Canadian Buffalo Forge Co., Limited
MONTREAL



No. 625. The World's Standard Rivet Heating Forge.

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LUFKIN

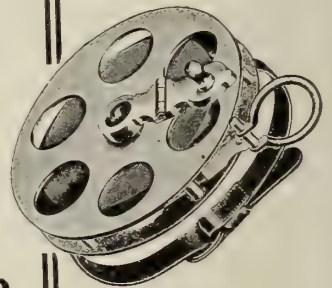
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of Canada and the United States. These have found that by the use of The McCaskey Gravity Accounts Register System their posting and totaling are done at the time the sale is made. They have no statement to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it anyone can keep

Only
one Writing

**The McCASKEY
SYSTEM**

First and
still the best

accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition. A letter or postal card will bring you information without any obligation on your side to purchase. Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

At the First of the Year



When turning over a new leaf make a note that
you will consult us before issuing your next order of

**Designing
Engraving or
Photographing**

Our work is unequalled and the price right.

Yours for Prosperity

Legg Bros. Engraving Co.

5 Jordan Street

Toronto, Ont.



Telephones Main 957 and 958





"That was a two-dollar bill I gave you!"

"You're mistaken, sir, but---

"I am NOT---and I want my correct change."

Angry discussion follows. Everyone is familiar with scenes of this kind.

But did you ever notice that disputes of this kind always occur in stores that *haven't a National Cash Register*?

It is because the National Cash Register protects customer, clerks and merchant against mistakes and misunderstandings of all kinds, that it is considered so essential a part of the equipment of every well-conducted store.

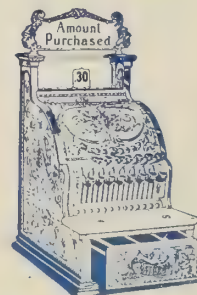
Successful Merchants Put a Receipt in Every Parcel.

For Booklet and Price List, write

NATIONAL CASH REGISTER CO.

Head Office and Factory for Canada at TORONTO

F. E. MUTTON, Canadian Manager



We manufacture Cash Registers in various styles and prices to suit every pocket and every business from \$13 to \$870. We guarantee to supply a better Cash Register for less money than any other concern in the world

CANADIAN HARDWARE STOVE & PAINT JOURNAL

Published by Commercial Press, Limited, 408 McKinnon Building, Toronto

Why Not Sell Saws that You are Proud of?

Saws of Real Quality
that Pay a Profit

We Help You
to Sell



E. C. Atkins & Company

Makers of Sterling Saws

Vancouver Branch
109 Powell Street

Hamilton, Ontario



Let's Get and **SE** GILL Safety

The Livest Specialty on



Canadian purses are filling—Canadian purse-strings are loosening. An ever-increasing number of your customers want the BEST—and are willing to pay for it.

He is the wise dealer who makes his bid for business on the ground of quality and service rather than on cheapness.

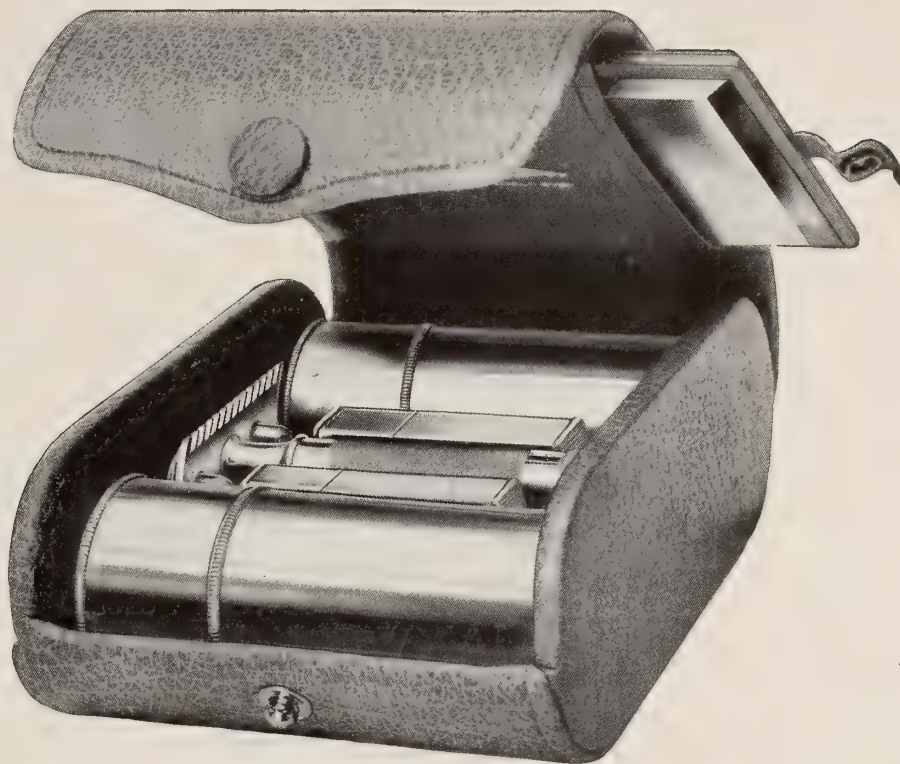
It is better business, any way you look at it, to sell a man a GILLETTE Safety Razor at \$5.00 or more, than it is to send him away with a cheap, foreign made make-shift. You make more profit at the time, and you sell something with which your customer will be pleased instead of disappointed. Besides, if he buys a GILLETTE from you, he will COME BACK—partly for blades, but more because he will be favorably impressed with the goods you recommend.

The Gillette Safety Razor

Office and Factory: 63 St. Alexander St., Montreal



Together ALL the GILLETTE Razor Hardware the Market



We'll be at the Convention at Guelph, and we hope you will too, for we thoroughly enjoy meeting and thanking personally those good friends of ours who have helped so much in making the GILLETTE business such a success.

It is hoped you will have some suggestions that will help us to handle our part of the business better, and we will be delighted to pass on to you some things we have learned since the last Convention on how a Hardware Dealer can make more money out of the GILLETTE.

You'll be more than welcome at our Booth, as usual, and if we can do anything to make the Convention more enjoyable for you it will be a real pleasure to us.

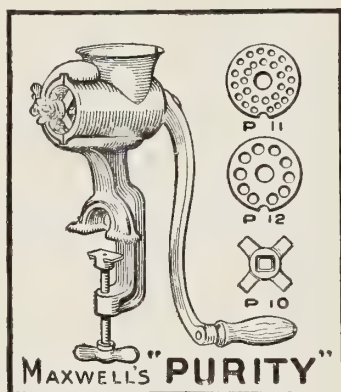
Company, of Canada, Limited

Offices also in New York, Chicago, London, Eng., and Shanghai, China
Factories in Montreal, Boston, Leicester, Berlin and Paris



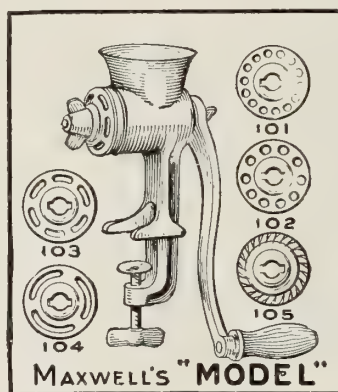
You Do Your Customer a Real One of the MAXWELL Machines for House

The woman who buys a MAXWELL Hand or Power Washer—a “Favorite” Churn—a MAXWELL Food Cutter—finds that with its aid she can do her housework quicker and more easily. The man who buys a MAXWELL Lawn Mower is surprised that it runs with so little effort. Both are delighted with the way MAXWELL Machines stand up to the work year in and year out.



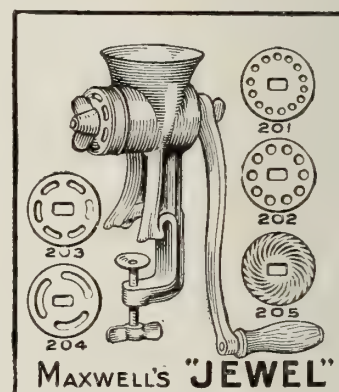
**Maxwell's "PURITY"
Food Cutter**

Is radically different from the ordinary. The barrel is in two closely fitting sections, clamped together in working position in the frame by one set-screw. Loosen this screw and the barrel slips out and comes apart, releasing worm, cutting knife and disc. Every part is then easily accessible for cleaning, justifying the name, "Purity."



**Maxwell's "MODEL"
Food Cutter**

Is an exceptionally good machine of the usual type. The action is clean and easy, and the wide variety of cutting knives fits it for every kind of work. Made in sizes to suit the needs of the family of two as well as those of the hotel and boarding house. Knives for the smaller sizes are made of pressed steel, while the larger ones are cast.



**Maxwell's "JEWEL"
Food Cutter**

To your customers who want a well-made Food Cutter at a reasonable price, recommend the "JEWEL." It has the quality and finish characteristic of all MAXWELL products, while it is priced within easy reach of everyone. It is made in four sizes, with a full range of discs, is simple in construction and easy to clean.

*We are the only manufacturers of Food Cutters in Canada,
and we guarantee the MAXWELL Cutters to be superior
in quality and finish to any of foreign manufacture*

David Maxwell & Sons, St. Mary's, Ont.

Service Every Time You Sell Line of Labor-Saving and Garden Use

The Hardware Man who features the MAXWELL Line finds for it a keen and ready demand. This is created partly by our advertising to the public, but much more by the repeated and hearty recommendations which MAXWELL users give their friends. Thus the selling expense in handling the MAXWELL Line is low, and the prestige which it gives your store is high.



**Maxwell's "PURITAN"
Motor Washer**

The little water motor, neat, compact and finely finished, works effectively on a very low pressure, so that it gives satisfaction anywhere and everywhere that water-works are established.

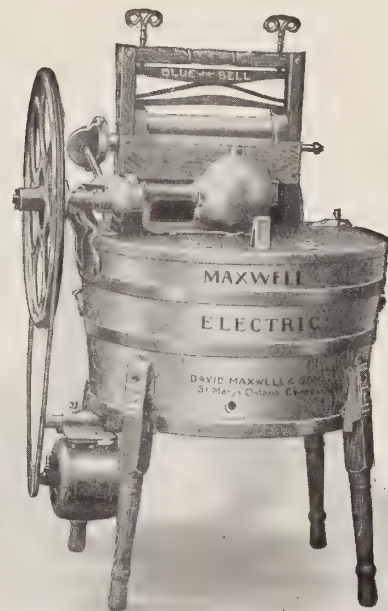
The tub and washing mechanism are just the same as in the old favorite "Puritan"—and you could have no better proof of their high quality.



**Maxwell's "CHAMPION"
High Speed Washer**

Made of Red Cypress—the wood that lasts a lifetime—with both crank and top lever drive, heavy balance wheel and extension wringer attachment which allows practically the whole top to open.

The "Champion" catches the fancy of the woman who sees it for the first time, and earns the warm recommendations of the woman who uses it.



**Maxwell's "ELECTRIC"
Washer and Wringer**

A practical labor-saver—not a toy or an experiment. Note the few working parts—the single belt—the covered gears throughout, so that the clothing cannot possibly be caught. There's nothing complicated about the machine anywhere—nothing to get out of order—simply put the plug in the ordinary electric light socket and it works away.

The MAXWELL Line also includes nine styles of Wheelbarrows, Lawn Mowers, several other types of Washers, Wringers, Churns and other specialties

David Maxwell & Sons, St. Mary's, Ont.

TORSIL METAL

The Stamping of Torsil Metal on Spoons and Forks
conforms with the Gold and Silver Marking Act

Tipped Pattern



Spoons and Forks made of Torsil Metal are guaranteed solid metal throughout. Torsil Metal is a solid White Metal, combining durability and strength, no coating to wear off, will not rust, for hard usage will give perfect satisfaction.

For Hotels, Restaurants, and family use, where customer does not wish to go to the expense of plated goods, Torsil Metal is without a parallel.

As there is no plate to wear off, any Silver Powder, Chalk or Electroine can be used to clean them; the more they are cleaned the whiter and more beautiful they become.

	Light Weight	Heavy Weight
Teaspoons, small, per dozen.	\$.78	
Teaspoons, medium, per dozen.96	\$1.60
Teaspoons, large, per dozen.	1.16	2.00
Dessert spoons, per dozen.	2.22	3.00
Table spoons, per dozen.	2.70	3.50
Dessert forks, per dozen.	2.22	3.00
Medium forks, per dozen.	2.70	3.50

For discount off above prices write your jobber.

Torsil Metal Spoons and Forks are tied up in sets of six, packed one dozen in an olive green box and nicely labelled.

If you cannot buy this line from your jobber write us direct for our prices and a sample spoon; the sample spoon will not cost you anything, and we would like you to try it with a file and see how hard it is, and generally to compare it with any other similar line that you may be now handling.

The Toronto Silver Plate Co., Limited

Silversmiths and Manufacturers of Electro Silver Plate

Factories and Salesrooms
WEST KING STREET, TORONTO

Winnipeg Show Room
ALBERT STRETF

E. G. GOODERHAM
President

SPRING 1912

**Screen Doors
Screen Windows
Green Wire Cloth**

**Lawn Mowers
Lawn Trimmers
Lawn Rollers**

We were never better equipped to handle orders for seasonable lines—a few of which we name on this page—than at present. Large stocks arrive daily and by placing your orders early you will benefit by promptitude in execution and can rely on complete filling of same. Send orders now, stating date of shipment desired. The result we feel confident will prove entirely satisfactory.

**Garden Hose
Hose Reels
Lawn Sprinklers**

**Harvest Tools
Garden Tools
Wheelbarrows**

RICE LEWIS & SON, LIMITED

TORONTO

CANADA

Important Announcement

TO THE HARDWARE DEALERS
OF CANADA

Early this spring we shall be ready to supply you
with a complete line of highest grade

"WONDER-SHINE WARE"

PURE ALUMINIUM

KITCHEN UTENSILS, ETC.

"Made in Canada"

These will be sold through the *trade only* and
not peddled to the consumer.

Please hold your orders until you receive our cata-
logue or see our samples. It will pay you. Our
prices will be right.

These goods will all be made in Canada in our own
factory.

*Write us to-day telling
about your requirements*

WONDER-SHINE, Limited

Manufacturers of Household Specialties

220 KING STREET WEST

TORONTO, ONTARIO



"Samson" Easily Leads

In Quality, Material and Workmanship. None but goods of the very highest grade are good enough to carry our Trade Mark.

Every dealer owes it to himself and to his customers to get better acquainted with the merits of the "Samson" Line. "Samson" Ready Roofing, Hardware, "Samson" Farm and Garden Tools, "Samson" Mechanics' Tools, Sporting Goods, etc., all warranted to give satisfaction. Don't hesitate, we stand behind this brand.

Send Us Your Orders Now

H. S. Howland, Sons & Co., Limited
Wholesale Hardware

TORONTO

WE SHIP PROMPTLY

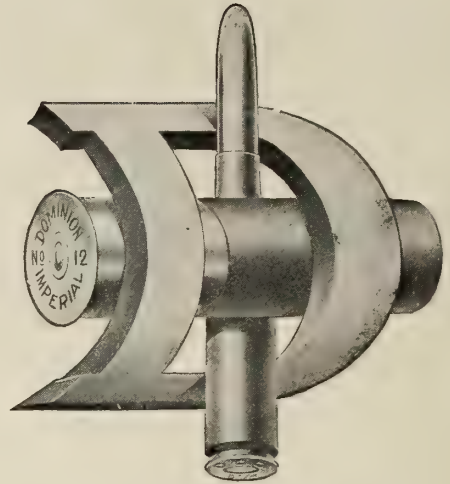
OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

Dominion

Rifle and Revolver

Cartridges



Cartridges for every variety of game and any make of firearm. Recommended by expert marksmen for target shooting and by experienced guides and sportsmen for all kinds of hunting.

Game Getting, Bull's-eye Kind

You will make no mistake in buying Canadian made ammunition as it is absolutely guaranteed to you as equal in every respect to any manufactured.

High uniform velocity, flat trajectory and close grouping of shots combined with its absolute dependability and the economical less-duty price make a combination you can't beat.

Shoot a box and prove our guarantee.

Hits Hard and Kills

Catalogue Sent Free Upon Request

Dominion Cartridge Company
Limited

Montreal - Canada

Success to the Guelph Convention.

That our friends and the many visitors to the Guelph Convention may become thoroughly acquainted with and fully understand the **Superior Qualities** and **Points of Especial Merit** that are embodied in making a **Success**, we have arranged to have a special representative from the factory, together with two or three of our own salesmen there to point out and explain the **Practical Advantages** of

SUCCESS ALL METAL REFRIGERATORS.

The Most Sanitary

The Most Convenient

The Most Economical

WE SUGGEST

If you have not sold the success, that you hold your order until your trip to the Convention where you will have an opportunity to see and learn about the Success.

Then place your order there with our salesman, not overlooking Success All-Steel Portable Ice Chests, which are so convenient for automobile, boating and picnic parties.



WE SUGGEST

If you have handled this line, to place **Your Order Now** with our salesman or send in a

Mail Order

at once

By doing so you will have your stock and can make your display before the actual buying commences.

Not a Splinter of Wood About Them.

Aluminum Finish Outside, White Enamel Inside; Galvanized Ice Chamber, Brass Trimmings; Brass Combined Lever Latch and Lock, Ball Bearing Steel Casters

The Doors Shut Tight into Grooves and Cannot Swell nor Bind; Insulation Perfect, All Parts Removable for Cleaning.

Don't Fail to see the Success Refrigerators;

You might learn something new about refrigeration.

WE ARE SOLE AGENTS FOR CANADA

LEWIS BROS., Limited Montreal
 Montreal Toronto Vancouver

THE IMPERIAL STEEL & WIRE CO., Limited

Wire Products

WIRE

Bright
Annealed
Oiled and Annealed
Hay Baling
Cut and Straightened
Soft Drawn
Stove Pipe
Spring
Rivet
Stone
Fine Steel Wire
Galvanized
Coppered

TINNED WIRE

Mattress
Broom
Bottling
Bookbinders
Stitching
Tagging
Piano
Florists
Millinery

PIN WIRE

BALE TIES

WIRE NAILS

Bright
Barbed
Coated
Blued
Fine
Cigar Box

WIRE SPIKES

Bright
Ship

STAPLES

Fence
Poultry Netting
Bed

POULTRY NETTING

All widths, 12 to 120 in.

LAWN FENCING

Consult Us for Your Requirements

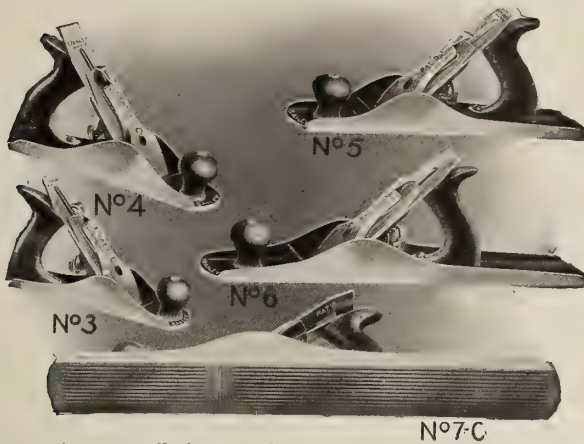
in

Wire and Wire Products

Head Office and Works:
Collingwood,
Ontario

Branch Office:
608 Temple Building,
Toronto, Ont.

Stanley Tools

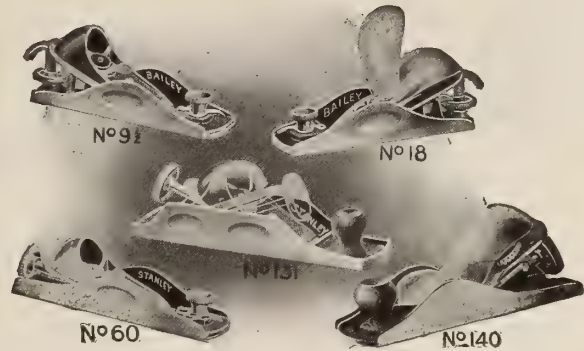


"BAILEY" ADJUSTABLE IRON PLANES.

The "BAILEY" Iron Plane, manufactured solely by the Stanley Rule & Level Co., has been recognized as *Standard the World Over* for more than forty years.

The Handle and Knob are made of highly finished, thoroughly seasoned Rosewood. The English Steel Cutter is tempered, ground, and honed, ready for use, is adjustable both endwise and sidewise, and bedded to the heel of bevel. The width of mouth can be varied by changing the setting of the Frog. Bottoms, either flat or corrugated (see cut 7C) as desired. The number with a "C" designates Corrugated Bottoms.

No.	Type	Length	Cutter	Weight	Price
				Lbs.	Each
1	No.	5½ in.	1¼ in.	1¼	\$1 50
2	or 2 C	7	1½	2¼	2 00
3	3 C	8	1¾	3¼	2 10
4	4 C	9	2	3¾	2 20
4½	4½ C	10	2½	4¾	2 50
5	5 C	14	2	4¾	2 50
5½	5½ C	15	2¼	6¾	3 00
6	6 C	18	2½	7¾	3 25
7	7 C	22	2¾	8¾	3 75
8	8 C	24	2¾	9¾	4 50



"BAILEY" ADJUSTABLE BLOCK PLANES.

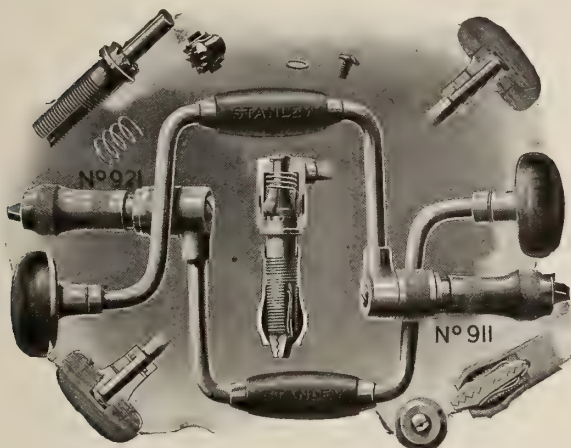
The highest type of Block Plane manufactured. They are made with the "Handy" feature and have adjustable mouths. Cutters are adjustable endwise and sidewise.

No.	Lgth.	Cutter	Finish	Price
				Each
9½	6 in.	1½ in.	Japanned	\$1 10
9¾	6 "	1½ "	"	1 30
15	7 "	1½ "	"	1 20
15½	7 "	1½ "	"	1 40
16	6 "	1½ "	Nickel Tmgs.	1 25
17	7 "	1½ "	"	1 35
18	6 "	1½ "	"	1 30
19	7 "	1½ "	"	1 40

LOW ANGLE ADJUSTABLE BLOCK PLANES.

Especially adapted for working across the grain.

No.	Lgth.	Cutter	Finish	Price
				Each
60½	6 in.	1½ in.	Japanned	\$1 10
65½	7 "	1½ "	"	1 20
60	6 "	1½ "	Nickel Tmgs.	1 25
65	7 "	1½ "	"	1 35



STANLEY CONCEALED RATCHET BRACES.

The novel features of design, together with the highest quality of workmanship and material, place this tool in a class by itself as to strength, durability and convenience of operation, as well as presenting a neat appearance and protecting the user's hands perfectly. The Cam Ring, which governs the Ratchet, is in line with the Bit—a great advantage in working.

There is a complete protection of the Ratchet parts from moisture and dirt, and oil or grease for lubrication is retained for a long time.

The interchangeable Ratchet mechanism may be taken apart by removing one screw, and as readily put together again.

The main Spindle Bearing is one inch in diameter.

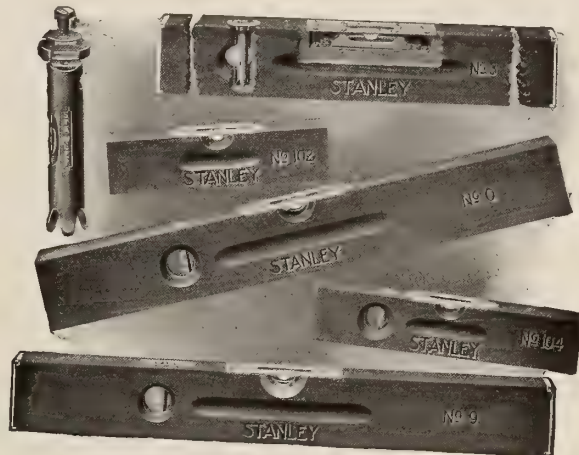
The Clutch is backed by a very strong spring, insuring a secure lock. Five teeth are in engagement when working as a ratchet, and ten teeth when locked.

The two-piece clutch is drop-forged, machined and hardened. On the cut, the Spindle with ratchet gear attached, the two-piece clutch, and the clutch spring are shown separately, and they are likewise shown assembled in section.

These Braces are made in two styles, differing only in the head, one being Metal Clad (the entire bottom of the head being encased in metal).

Both numbers are Nickel plated, have Cocobolo Head and Handle, ball-bearing Head, drop-forged Alligator Jaws, machined and hardened and held open by a spring.

No.	6 in.	8 in.	10 in.	12 in.	14 in.
911 Metal Clad Head	\$2 17	2 17	2 34	2 50	2 67
921 Regular Head	2 00	2 00	2 17	2 34	2 50



STANLEY PLUMBS AND LEVELS.

Stanley Plumbs and Levels are made of thoroughly seasoned stock; "Handy" Grip on the side, glasses carefully proved, with central position indicated by two indelible lines; heavy brass trim, and general fine finish. New adjustments for both Level and Plumb Glasses are shown in cut. Top Plates have to be removed before adjustments can be made. Level Adjustment is regulated by screws engaging in metal threads.

The various numbers made depend on kind of wood used, whether brass tipped, brass lipped at level glass, and the length. We give below a few numbers mentioning the above variations.

Our catalogue shows a great variety of Plumbs and Levels for all uses.

No.	NON-ADJUSTABLE LEVELS.	Price
		each
102	Hardwood	10 to 16 in. \$0 43
104	Hardwood	12 to 18 in. 64

NON-ADJUSTABLE PLUMBS AND LEVELS.

0	Hardwood	24 to 30 in.	83
03	Hardwood Brass Tips	24 to 30 in.	1 23
1¾	Mahogany Brass Tips	12 to 18 in.	1 23

ADJUSTABLE PLUMBS AND LEVELS.

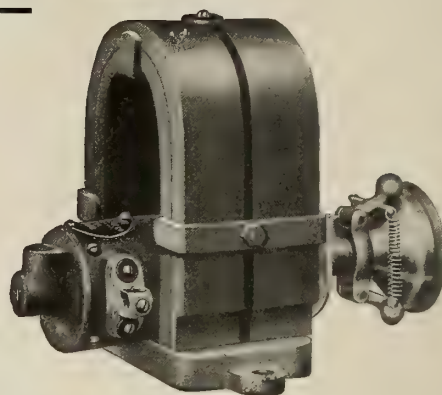
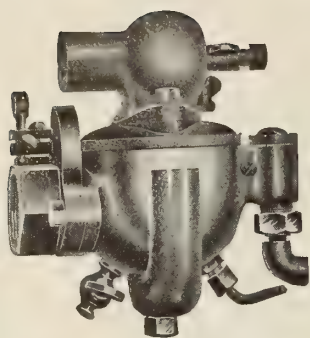
2	Hardwood	Brass Lips	24 to 30 in.	1 23
3	Hardwood	Brass Lips	24 to 30 in.	1 38
4	Hardwood	Brass Lips	24 to 30 in.	1 60
5	Hardwood	Brass Lips	24 to 30 in.	1 88
9	Mahogany	Brass Lips	24 to 30 in.	2 30
10	Mahogany	Brass Lips	24 to 30 in.	2 70
11	Rosewood	Brass Lips	24 to 30 in.	3 59

Plumbs and Levels Nos. 5 and 10 are triple stock.



Stanley Rule & Level Co.
NEW BRITAIN, CONN. U.S.A.





How Much Business Did You Lose Last Year by NOT Being Able to Supply Motor Accessories ?

¶ The owners of automobiles and motor boats are good customers to have. They are quality buyers and don't kick at price if quality goes with it, and they are continually in need of motor accessories, spark plugs, carburetors, batteries, magnetos, etc.

¶ So, why not stock a supply of these for the coming season and make displays with the show cards, etc., with which we furnish you. Push these goods and make a nice turnover in a new department.

¶ We are the largest supply house in Canada for motor accessories and carry complete lines. Get in touch with us NOW and be ready for the spring demand.

AND REMEMBER

We DO Protect the Dealer. Always.

*Get in touch with our nearest house
Ask them for our catalogue*

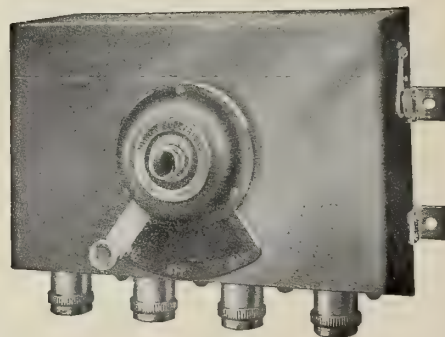
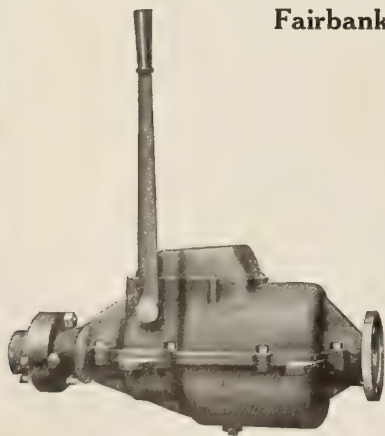
The Canadian Fairbanks-Morse Company

Limited

Fairbanks Standard Scales Fairbanks-Morse Gas Engines
Safes and Vaults

Montreal Toronto

Winnipeg
Saskatoon
Calgary
Vancouver
Ottawa
St. John, N. B.



CANADIAN SHOVEL and TOOL CO., Limited, HAMILTON



See our Exhibit of

**"BULL DOG" and "FOX" Solid Shank
Shovels and Spades**

"MOOSE" and "BLACK CAT" Scoops

and

"BLACK CAT" Hollow Back Shovels

at the

**HARDWARE TRADES
EXHIBITION**

Montreal, Feb. 27 to March 1, 1912

The solid neck socket shovel made by us under the "Skelton" patent from one piece of bar steel without weld is without an equal on the Canadian market. The advantages of the split D handle over the old style wooden handle is best indicated by the constantly increasing demand for our shovels fitted with the split D.

If you cannot see our display at the Montreal Hardware Trades Exhibition write any of our selling agents for a copy of our latest catalogue.



J. H. ROPER,
Montreal

J. C. McCARTY, New York,
W. A. McLAUGHLIN, St. John, N. B.

General Sales Agent
N. J. DINNEN & CO.,
Winnipeg, Man.

JOHN BURNS,
Vancouver, B. C.



STOCK

BURMAN'S CLIPPERS

HAND CLIPPERS

POWER CLIPPERS

Sheep Shearing Machinery

Clippers of all kinds

They ARE the Best

They are the sort that bring repeat orders and new business because *every* user is a *satisfied* user. They are as perfect in design and workmanship as is possible to make them.

We keep a large stock of clippers and parts in Montreal and can ship within half an hour of receipt of order.

*Your jobber probably has them but if not
a postcard will bring you a catalog from*

B. & S. H. THOMPSON & CO., LIMITED

MONTREAL

Sole Agents for Canada

**I'm Ahead of My Tail
But the Tale is Coming
Don't Get Switched Off**

Mr. Dealer

Have you investigated our **Original Advertising Plan** and **Get Action Selling Service** on **Mule-Hide Roofing** (not a kick in a million feet) whereby we can increase your business 25% to 50%. **If not** you owe it to your business to do so.



For the benefit of those who have not heard about it

We are holding the tale for a few days

and invite you to visit our Exhibit at the Hardware Convention at Guelph, when it will be a pleasure to go into our **Get Action Selling Service** with you

Remember

Mule-Hide Roofing (not a kick in a million feet) is sold absolutely to one dealer in a town and is backed up with a **10 year Iron Clad Guarantee** without any **Ifs** or **Ands**

DELAYS DON'T PAY OUR PROPOSITION DOES

That's why we invite you to call
at our exhibit and let us **show you**

The Dominion Roofing Co. of Canada, Ltd.

TORONTO CANADA



Sug- gestions

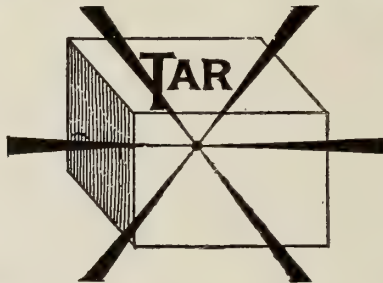
ALL THE FINE
POINTS

CENTRE

IN THE



CRANK WRINGING MOP
THE TARBOX BRAND



CRANK
WRINGING
MOP
THE TARBOX BRAND



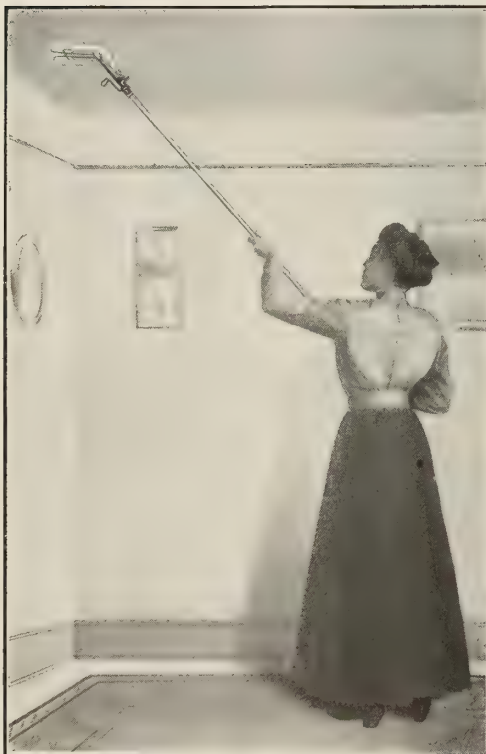
BRAND

FOR WET
OR DRY
MOPPING

EXTRA CLOTHS
SUPPLIED

In Sizes—A (Small),
B (Medium), C (Large)

*Many of the Jobbers are
already stocking this line*



TARBOX BROS., MANUFACTURERS, TORONTO

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

The Machine with the "Double Tank"

Best by Every Test

**A letter of interest to Hardware Dealers
published below, which speaks for itself**

The Onward Mfg. Co.,
Berlin, Ont.

Oshawa, Ont., Jan. 12th, 1912

Gentlemen:

In regard to the Triumph Electric Vacuum Cleaners that we have sold would say that they are giving the very best of satisfaction, and we may say that we take pleasure in advising every retail hardware merchant to take up this line and push it. It is a line that is purchased by the very best people in any community, consequently the sales are nearly all on a cash basis. The profit allowed the retailer is a handsome one, and there is no chance of any price cutting. Moreover we might say that we have found you willing and anxious to co-operate with us in every way, and the business we have had in this line has been very satisfactory from every standpoint. We would like to point out to the hardware merchant that a few days intelligent work in pushing this line will net him more actual profit than many weeks of hard labor in selling many other lines that the trade is compelled to handle. It takes a little nerve to start but the Vacuum Cleaner is a sure seller, that is if you get the Onward Triumph, or Onward Automatic, made in Berlin. There are other kinds, but if any fellow wants to take a chance on a hand Power Machine of another make for a five dollar bill, tell him to send along the five and we will send it to him EXPRESS PREPAID.

Yours truly,

JOHN BAILES & SONS
Per F. J. BAILES.



"ONWARD" HAND POWER

**Meet Us
at the
Guelph
and
Montreal
Conventions**

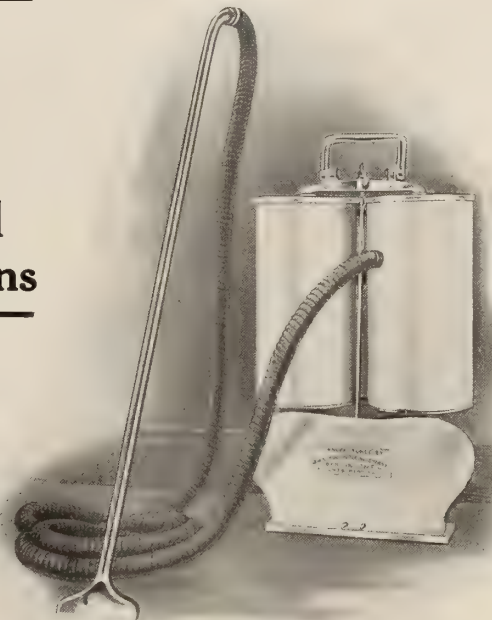
**Don't fail to inspect our Exhibit and
secure Agency for our Machines.
It will pay you to investigate.**

*Our free circular and discounts
upon request*

MANUFACTURED ONLY BY

Onward Manufacturing Co. - Berlin, Can.

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada



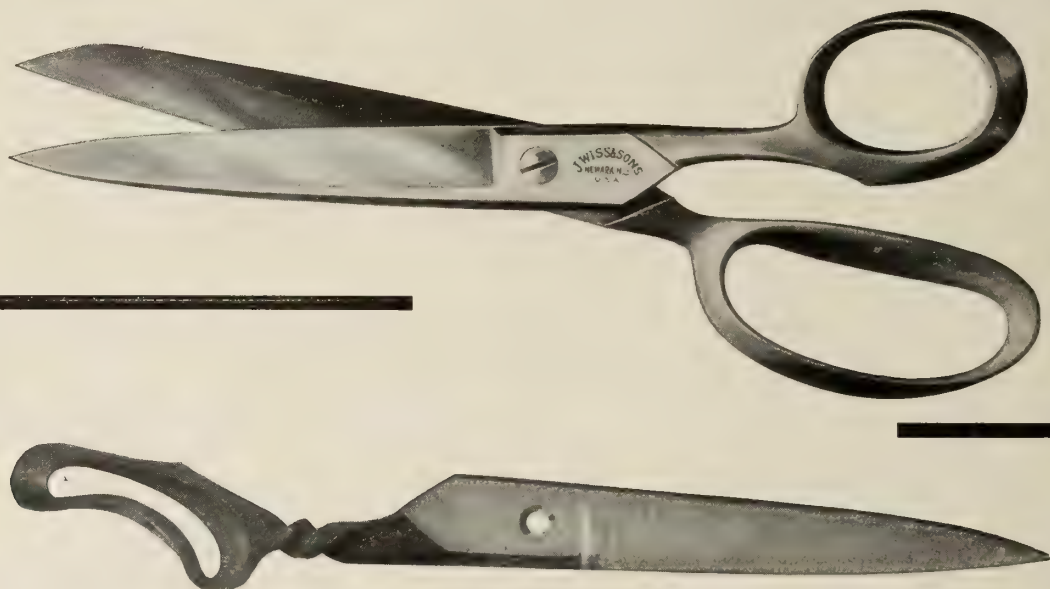
"ONWARD" TRIUMPH ELECTRIC
(Weighs only 35 lbs.)

The neatest, most practical Electric Vacuum Cleaner
on the market

See Our Interesting WISS Exhibit at the
ONTARIO RETAIL HARDWARE CONVENTION
 at Guelph, February 19th to 23rd

also at

MONTREAL HARDWARE TRADES EXHIBITION
 at Montreal, February 27th to March 1st



An Object Lesson in
WISS SHEAR MAKING

The "STEELFORGED" Process

We will illustrate the Wiss Superiority.

You can see the main processes by which we weld a high carbon crucible steel cutting edge onto a frame that's as tough as tungsten.

RESULT No. 1—Blades of the greatest possible durability; scissors of the maximum keenness.

RESULT No. 2—All the world recognizes WISS Shears as "best"—superior even to the best French, German and Sheffield made goods.

(You can prove this by asking any high grade cutler.)

RESULT No. 3—Absolute satisfaction to your customers as well as to yourselves. When you talk "quality" you talk "profit." Wiss products are

The Easiest to Sell. The Most Profitable to Handle

Write To-day for Catalogue and Information

J. WISS & SONS CO. - NEWARK, N.J.

Manufacturers of High Grade Shears and Scissors, Razors, Cutlery since 1848

Toronto Office: 145 Wellington Street West

The Bowser Way To Handle Paint Oils

Do you suppose we could have induced so many of your business associates and competitors to invest their money in

Bowser Paint Oil Systems

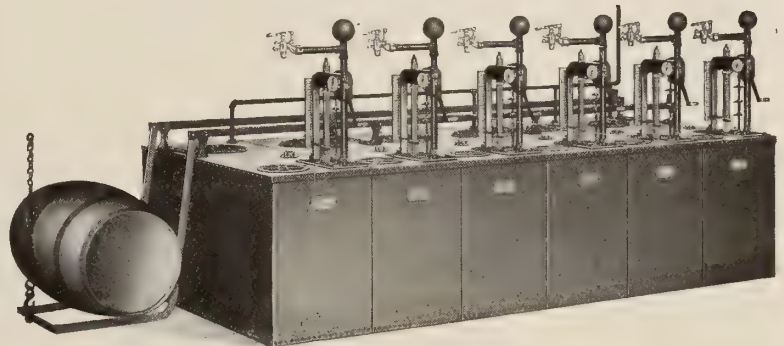
if it was not a good investment?

Many of the largest hardware and paint stores in the Dominion are using Bowser equipment for retailing oils. If it makes money for them it will just as surely make money for you.

It doesn't make any difference how much you handle nor how small your business there is a Bowser system adapted to your needs in size and price—you can buy one tank and pump or you can get a battery and every system will pay for itself.

The paint season will be upon you soon. Why not get ready now so you can get a better profit hereafter. Don't be satisfied with just a living profit, get all the profit.

This is the first floor style. You can get the basement style if you want it. The tanks are then in the basement with the pumps only on the first floor.



First Floor Outfit Cut No. 109, for Paint Oils

*Don't wait any longer. Drop a card to-day
for our free book No. 5 N. Do It Now.*

S. F. Bowser & Co., Inc.
66-68 Fraser Ave., Toronto

MADE IN CANADA

Great Western
Arcade
American
Globe
Eagle
Kearney & Foot
McLellan
J. B. Smith

MADE IN CANADA

NICHOLSON FILES AND RASPS

- ¶ In 1864 the **Nicholson File Company** had a local market of 100 dozen files daily.
- ¶ In 1911 our output was 16,000 dozen per day. **Nicholson-made Files and Rasps** being recognized as **the Standard in all parts of the world** where files are used.
- ¶ The reason why more **Nicholson Files and Rasps** are sold than any others is that they are known to the user to **do Better, Faster Work and Last Longer**. Every file user wants the best when the best costs no more than inferior brands.
- ¶ **Nicholson Files and Rasps** are made of steel specially manufactured from specifications adopted by us after the most thorough investigation, different grades being used for files to be utilized for various purposes.
- ¶ **Nicholson-made Goods** are a profitable line to handle because your customers already know them to be efficient, clean cutting and durable.



Nicholson Co.

(Dominion Works)

Port Hope

Ontario

Tobin
Simplex Guns

Tobin
Boy Scout Rifle

Tobin
HIGH SPEED BITS

“WE ARE HERE”

See our Exhibit in Booths 18, 19
and 20 at the Hardware Exhibition
at Guelph

The TOBIN ARMS MFG. CO., Limited
WOODSTOCK, ONTARIO

See The Rivets

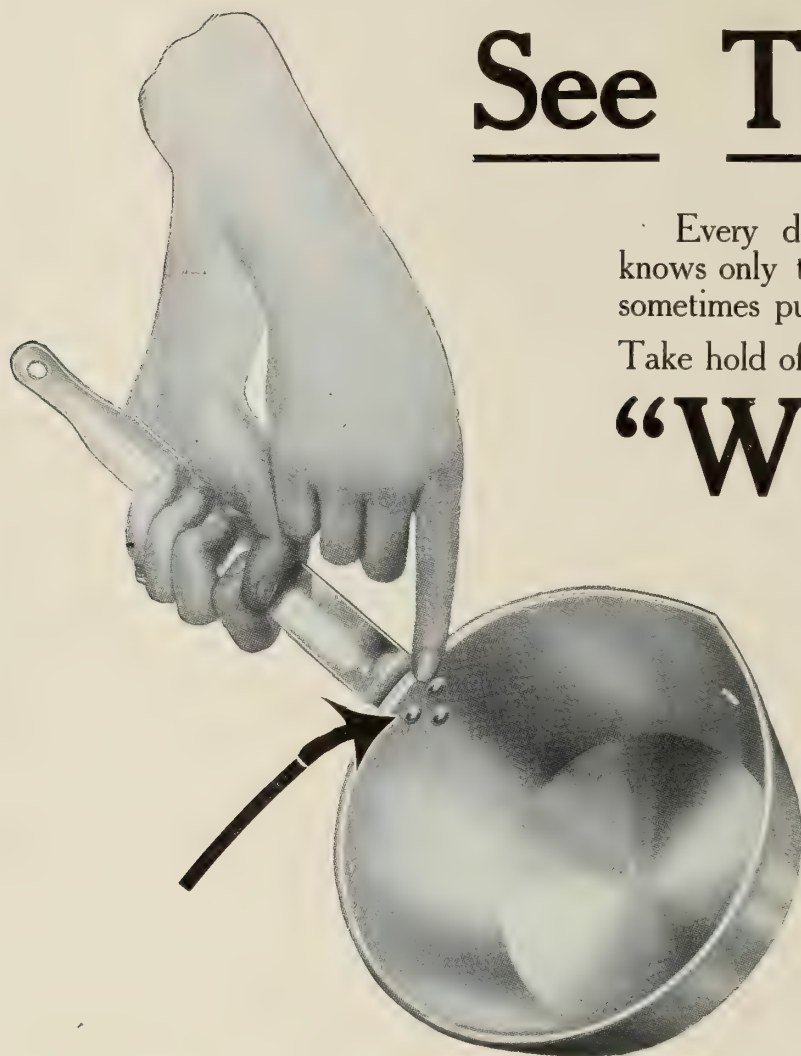
Every dealer—and every housewife, too—knows only too well how rivets work loose and sometimes pull out.

Take hold of the handle of a

“Wear-Ever”

aluminum utensil — test the rivets for yourself. They are large-headed and firmly grip the handle to the utensil.

Feel the thickness and strength of a **“Wear-Ever”** utensil. It is **Stamped** from **thick, hard sheet** aluminum. It will not dent readily.



The inside is hardened by electricity, which makes the metal darker, harder, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

Any man who has handled **“Wear-Ever”** ware will tell you that there are few “come-backs” from **“Wear-Ever”** utensils. The utensils stay sold—and, because they give enduring satisfaction, they bring more customers to the store—women who by experience know that **“Wear-Ever”** is the mark of quality.

“Wear-Ever” is the well made, well known, widely demonstrated and advertised brand.

We have booklets telling how to demonstrate and advertise cooking utensils. Write for them.

The Aluminum Cooking Utensil Co.

Dept. 27. NEW KENSINGTON, PA.

Distributing Warehouses : { New Kensington, Pa.
East St. Louis, Ill.
Portland, Ore.

Distributing Agents for Canada

NORTHERN ALUMINUM CO., LTD., TORONTO

Branch Offices : Boston, New York, Philadelphia, Pittsburgh, Baltimore, Cincinnati, Chicago
Detroit, Minneapolis, New Orleans.



Mr. Canadian Furnace Man

Before you conclude your arrangements for 1912 we want you to look carefully into the special features of the

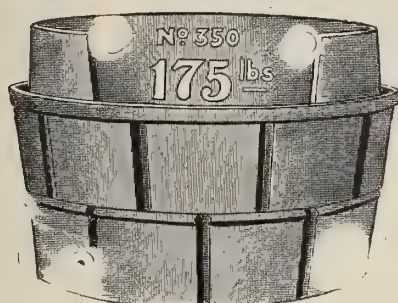
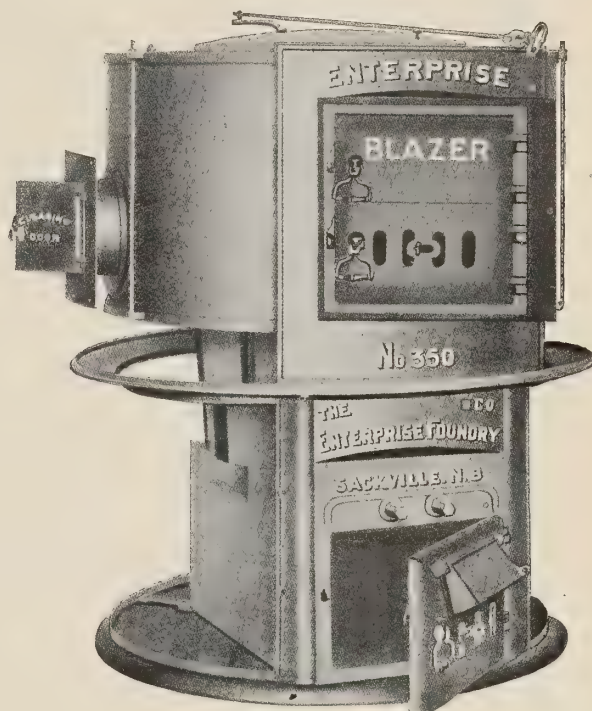
ENTERPRISE BLAZER FURNACE

MADE IN FOUR SIZES

This furnace has been on the market for four years, and during that time has been introduced into and is now being freely sold in every province in Canada.

We can give no stronger evidence of its excellence than the fact that each season the sales have more than doubled over the preceding one. **There must be a reason for this.**

The Blazer is the result of many years of experience, is built for service and has numerous special features that commend it to practical furnace men, who are looking for the best.



PATENT FIRE POT

NOTE THIS

	Lbs.
No. 250 Fire Pot weighs	135
No. 350 " " "	175
No. 450 " " "	250
No. 550 " " "	350

Fisher's Patent Fire Pot (used exclusively in the Blazer), places it ahead of all others, and this is only one of its many improvements.

Ask for circular which illustrates and describes this and its many other advantages fully. **It is very convincing.**

Also ask for booklet covering testimonials for every province in the Dominion.

It is still more convincing because it gives the opinions of those using them from Cape Breton to Victoria, B.C.

The man who handles the BLAZER can build up an exclusive Furnace business in his section, which will be a source of permanent profit and a business bringer.

We want a live agent in every centre where it is not already placed.

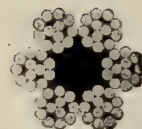
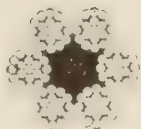
Ask for our exclusive agency plan Write to day

THE ENTERPRISE FOUNDRY COMPANY

Manufacturers of High Grade Ranges and Furnaces

SACKVILLE

NEW BRUNSWICK



WIRE ROPE

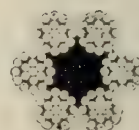
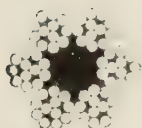
FOR MOVING BUILDINGS
HAULING THRESHING MACHINES
HAY FORK ROPES, Etc.

*We Manufacture All Kinds of Wire Rope
For All Purposes.*

Wire Rope Fittings

Wire Rope Grease

THE B. GREENING WIRE CO., Limited
Hamilton, Ont. Montreal, Que.



GREENING

STEEL WIRE CHAIN

If you are interested in chains examine carefully the perfect mechanical construction of "Greening's." It is the most perfect chain made. We make it in 13 sizes. We use it exclusively in all our Halter, Dog, Tie Out, Cattle, Trace Chains, etc. You will make no mistake in handling our line exclusively.

Correspondence solicited.
We send cuts with table of breaking strain.
Samples, etc., upon request.

THE B. GREENING WIRE CO., LIMITED

Hamilton, Ont.

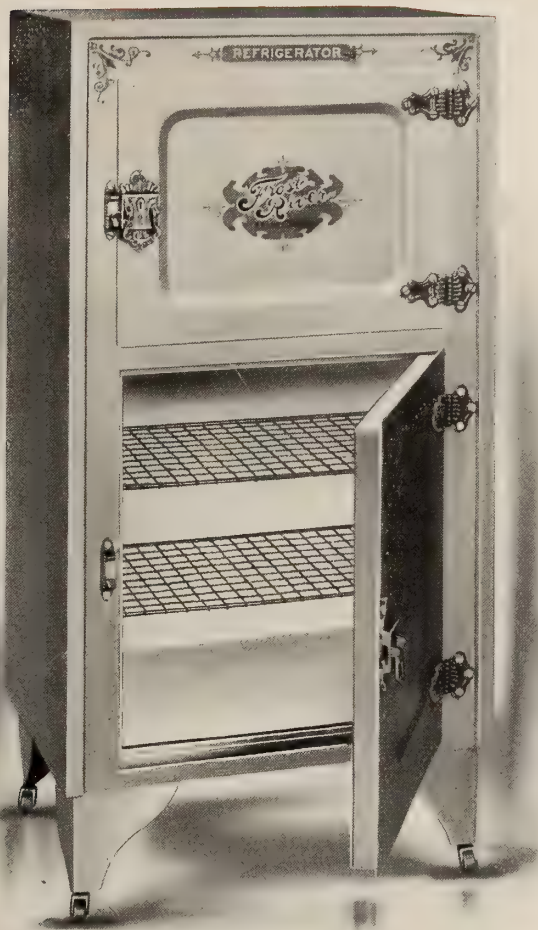
Montreal, Que.



FROST RIVER REFRIGERATORS

Made Entirely of Sheet Steel—Galvanized

Cannot be Excelled for Household Refrigeration Purposes



SANITARY CONSTRUCTION

The exterior case is japanned white, beautifully finished with neatly decorated panels and corner scrolls.

The Food Chamber is coated with white enamel, thoroughly hardened and baked on in an oven of high temperature.

Fitted with Tinned Wire Shelves.

All inside parts are removable for cleaning purposes.

THE DRIP PIPE FOR THE WASTE WATER has been carried outside the body and does not run through the Food Chamber—as usual in other refrigerators.

This improvement enables the shelves to be fitted close to the back—allowing more room for food, also making it much easier to wipe out and clean the compartment.

TWO SIZES

Number 22	Height	Width	Depth
Outside dimensions	49	25	18 inches
Food Chamber	22	21	15½ "
Ice capacity 100 lbs.			
Number 24	Height	Width	Depth
Outside dimensions	52	27½	20½ "
Food Chamber	25	23	17 "
Ice capacity 125 lbs.			

DURABILITY—The all steel body cannot warp, shrink, crack, fall apart or decay—and without abuse a "Frost River" Refrigerator will last through a generation.

ODORLESS—Not a fragment of wood is utilized inside or out. There are absolutely no seams or crevices to harbor dirt or bacilli and cause foul odors.

ICE ECONOMY AND INSULATION—They are very economical on ice owing to perfect insulation being thoroughly assured by thick walls of linofelt with a ¾ inch dead air space between. The latter being the best insulation known to modern science.

TRIMMINGS—The locks, hinges and handle are of solid brass. They are also fitted with Roller Bearing Casters and are therefore very easy to move.

ATTRACTIVE—Delightfully Dainty and Clean in appearance they secure the attention of the average housekeeper immediately on sight.

Write for prices—and order early to insure prompt delivery

MADE BY

THOS. DAVIDSON MFG. CO., Limited
MONTREAL TORONTO WINNIPEG

LEGG BROS. ENGRAVING CO.

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

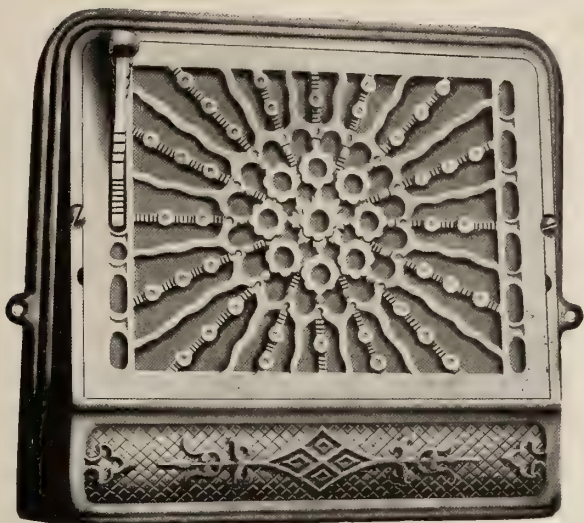
HIGH GRADE FIRST QUALITY WORKMANSHIP
QUICK-CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS

PHONE MAIN 957-958

5 JORDAN ST. TORONTO CANADA

SOUVENIR

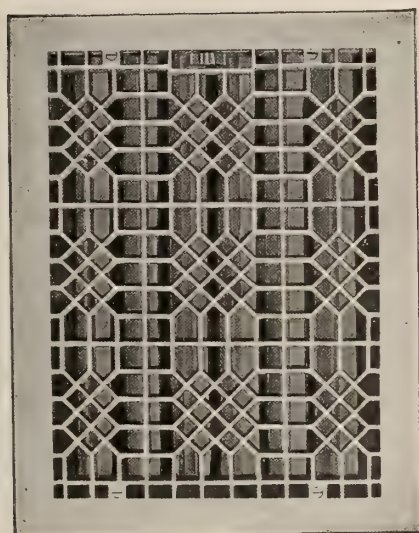


*Complete Line
Prompt Deliveries*

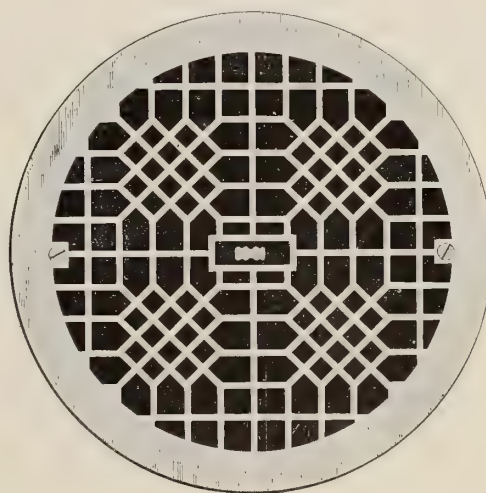
Send us Specifications of
your 1912 requirements
and get our special prices
on year's business.

The Hamilton Stove & Heater Co., Limited
HAMILTON

Western Branch **Tilden, Gurney & Co., Limited**
WINNIPEG CALGARY VANCOUVER



Successors
to
**Gurney Tilden
Company**



REGISTERS

DOES THIS

The "American Artisan" of Jan. 6th, 1912, in an editorial concludes its argument in the following words:—

"There is another feature that is of affording a higher degree of humidity with the trade, *or at least proper importance humidity*

If You are

Come to the
Hardware Convention
at Guelph
and see the

The furnace which, during the atmosphere. The humidity to none.



THE JAMES STEWART

Western Warehouse
156 LOMBARD ST., WINNIPEG, MAN.

MEAN YOU?

on *The Practical Side of the Humidity Question*

worth considering: it is the improvement of warm air furnaces in the direction
city. The manufacturer who works along this line will be likely to make a
*with those in the trade who are thoughtful enough to rate at its
as an element of value in Heating."*

One of the Thoughtful Ones

"GOOD CHEER"

Circle Waterpan

WARM AIR FURNACE

past two seasons, has become noted for its soft, gentle heat and restful, soothing
from its big Circle Waterpan is the secret, added to a furnace construction second

If You Cannot Get to the Convention, Write us

MANUFACTURING CO., Limited

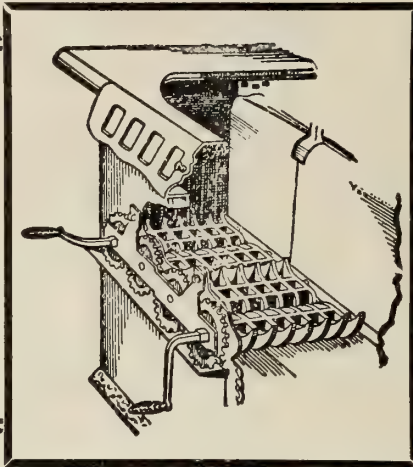
WOODSTOCK, Ontario

Every Range is just as good as the Grate!

And that is the chief reason why you should stock and recommend the

"Champion" Range

with the famous "Champion" Grate. This grate gives better



combustion than any other, because it is more open and more easily shaken. The cross-wise, non-warping bars prove an irresistible selling feature.

SEND FOR CATALOGUE TO-DAY

D. J. BARKER & CO.
PICTON, ONT.

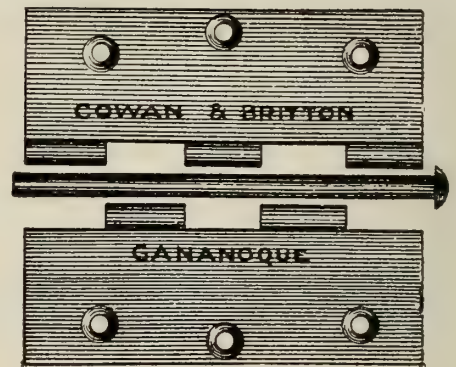
COWAN & BRITTON HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - - GANANOQUE, CANADA

Western Representatives (D. PHILIP, 291½ Portage Ave., Winnipeg.
R. OGILVIE, P.O. Box 1259, Vancouver, B.C.)



Look for the above brand



"ELGIN"

Satisfied Customers Mean Future Profits

Hardwaremen who do plumbing work cannot afford to use cheap supplies. Complaints from customers are not only annoying but they cost money in lost business.

MORRISON'S BRASS GOODS

are known throughout Canada as the best expert workmen can make with the highest grade of materials.

The trade mark "J.M.T." on a valve is a guarantee that your customer will be satisfied and your profits assured.

In closet combinations you will find these lines to be thoroughly satisfactory.

"Elgin" Washdown,
"Simplex" Syphon Jet and
"Astoria" Square Back Syphon Jet

**The James Morrison Brass
Manufacturing Co., Limited**

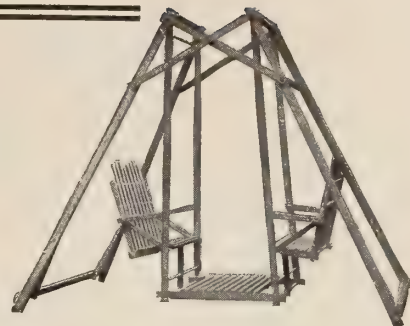
93-97 Adelaide St., W.

Toronto, Ontario

See Our Full Line of
LADDERS, LAWN SWINGS, Etc.

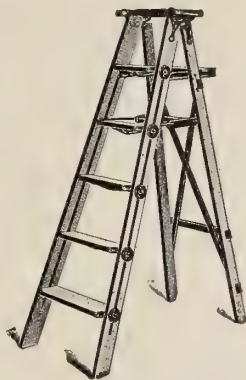
In Booth No. 71 at the
HARDWARE CONVENTION AT GUELPH

And at the Montreal Hardware Trades Exhibition



Stratford

Extension and Step Ladders are strongly constructed and can be recommended for the very hardest use.



Order Summer Lines Now

There's a good trade to be done in every town or village in Lawn Swings, Boyer's Gliding Settees, Suspended Porch Seats, Park and Garden Seats, Camp and Verandah Furniture, Folding Chairs and Tables, etc.

Have the Goods When you Need Them

We've Just Issued a Fine New Catalogue—Send for a Copy.

STRATFORD MFG. CO., LIMITED
 STRATFORD ONTARIO

IT'S TIME TO ORDER

Hay Fork Handles

SPRING WILL SOON BE HERE

"J. H. Still" hay fork handles are made from Northern White Ash, which is considered superior to any other ash grown. They are all nicely finished and well waxed.

The name "J. H. Still" stands for the very best values obtainable in wood handles for Axes, Hammers, Forks, Shovels, Picks and other tools and each article we produce represents the very best value for the money.

Experience shows that one of the most important features of this line of business is accurate grading, and we accordingly pay great attention to this feature. We are specialists in our lines, and our manufacturing system is so economically organized that we can naturally quote the lowest prices obtainable.

Write us for complete catalogue and trade discounts

J. H. Still Manufacturing Co., Limited
 St. Thomas - - Canada

Our Exhibit of Household Labor Savers

At No. 25 Hardware Avenue, Guelph Convention,
will display extensive range of Original and Distinctive

Washing Machines, Clothes Wringers, Churns, Etc.

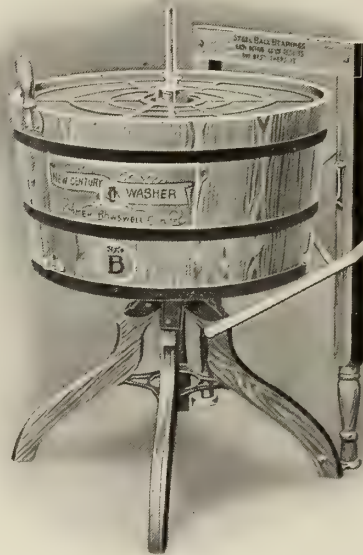
A LINE THAT HAS MADE GOOD



Snowball



Sunlight



New Century "B"



"F" Churn



Reliance

Cummer-Dowswell, Limited, Hamilton, Ontario

LET'S GET TOGETHER!

An Advertisement
by C. J. DOLPH

Read this. It may mean a Thousand Dollars to you.

Did you ever stop to think of the many dollars you could make by selling

Preston Metal Ceilings and Sidewalls?

"THE BEST IN FIFTY MILES AROUND"

You didn't? Then **think of it.** Right now you can make those many dollars if you get busy and boom the metal ceiling trade. The housewife is planning to-day to do her spring house-cleaning and is making her plans for her decorations. And **right now** is the time for you to see her and help her plan.

We will furnish all the necessary literature for you to show designs. If you will send us the dimensions we will suggest designs and give estimates. When you get the orders we will give you complete plans for erecting the materials. Write us for suggestions. We are ready to give them to you.

Ask us for our catalogs and trade price lists. Please mention Canadian Hardware, Stove & Paint Journal.

The METAL SHINGLE & SIDING CO.

PRESTON, Ontario and MONTREAL, Quebec

S. M. P.

Galvanized Anti-Rust Steel Buckets

Extra Heavy

Each pail has our label on, which is a guarantee of quality, and is artistically decorated with two red bands, giving it a most attractive appearance. Manufactured in the Straight and Flaring Patterns.

STRAIGHT PATTERN



No. 160
12 inches across top

FLARING PATTERN



No. 140
14 inches across top

*Prices
on
Application*

One Dozen in a Bundle

The Sheet Metal Products Company

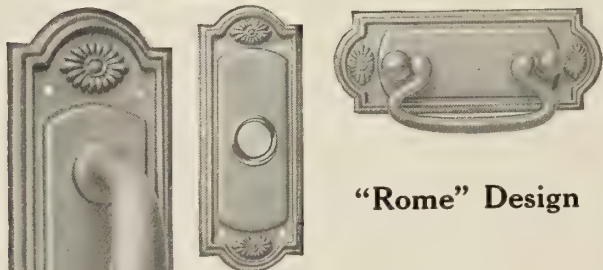
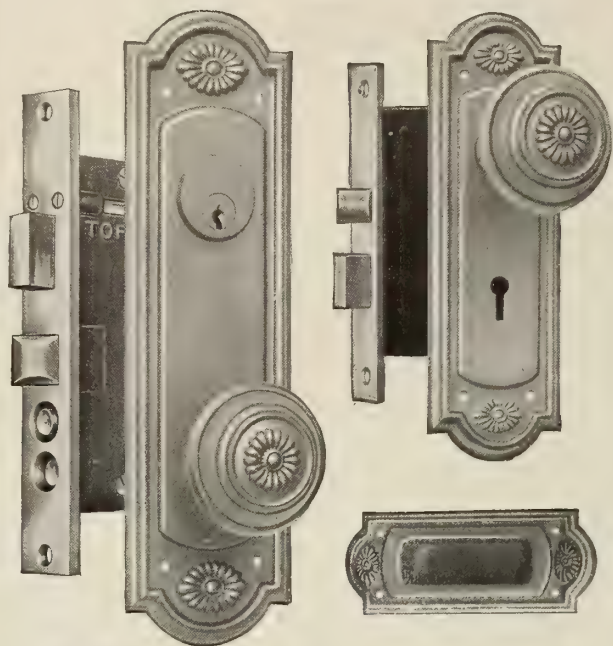
of Canada, Limited

Successors to
KEMP MANUFACTURING COMPANY

Montreal

Toronto

Winnipeg



"Rome" Design

BUILDERS' HARDWARE

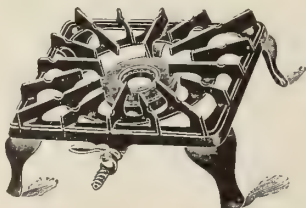
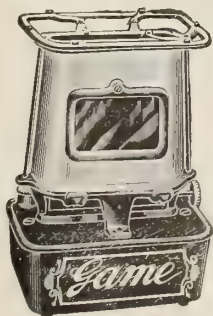
Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

Send for complete descriptive catalogues and price list of over 600 items.

The Taylor & Boggis Foundry Company

Cleveland, Ohio
Sixth City

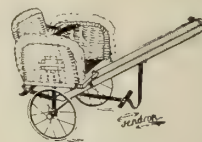


Command the Trade by Handling *TORONTO Gendron CANADA* Goods OUR LINE

Has been extended greatly and every dealer should see the improvements and new lines we have in Children's Sidewalk Sulkies, Carriages and and Collapsible Go-carts.



787
House Carriage



1278
Sidewalk Sulky

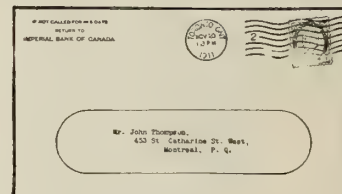
For Steel body Express Wagons our "Artillery Car" is giving best of satisfaction.

Travellers now on the road, or write

The Gendron Mfg. Co., Limited
Toronto, Canada

2

1 Statements



Another Use for Window Envelope

INVOICES should be mailed in the B-E WINDOW ENVELOPE, so that each day's shipments may be invoiced before closing time. ¶ Nothing speaks more clearly of clean-cut, up-to-date methods than the receipt of invoice before the arrival of goods. Nothing bothers "the trade" so much as to have shipments come in before the invoice—holds up delivery, checking, etc. ¶ The B-E Window Envelope does your addressing free of charge—with no labor and no delay. The "Window" does it.

Procurable in stock to match regular letter head. Send for samples of this new envelope, and details of this modern manner of mailing. Discounts for quantity.

BARBER-ELLIS, Limited
62 Wellington St. W. - - - Toronto

PEASE FURNACE

Our motto is not "How Cheap" but "How Good" can we make it.

The result of practicing this motto is our unblemished reputation for the last 36 years of producing the *best furnace in every way*.

"Ask the man who has one"

*Write for a copy of our
new illustrated catalogue*

Let our Heating Engineering Department help you *free of cost* on any heating problem you may have to solve.

PEASE FOUNDRY COMPANY
LIMITED

Toronto

Winnipeg

Western Representatives :
PEASE-WALDON COMPANY, Limited, WINNIPEG

166

Here's a Tip to Hardwaremen

Get the Laundries in
your town interested in

"AMPHIBIA"



WATERPROOF LEATHER BELTING

It is exactly the requisite
for driving the washers and extract-
ors, because moisture and steam
has absolutely no effect on it.

Made especially for this class of
work by

Sadler & Haworth

ESTABLISHED 1876

MONTREAL
511 William St.

TORONTO
27 Melinda St.

ST. JOHN, N. B.
89 Prince William St.

WINNIPEG
244 Princess St.

VANCOUVER
217 Columbia Ave.

*For Over Thirty-five Years
the Makers of the Best Belts*

This **DOES** make a difference to you.

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thicknesses and
tempers.

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

CRESCENT BRAND

HINGES BUTTS

BUILDERS' HARDWARE

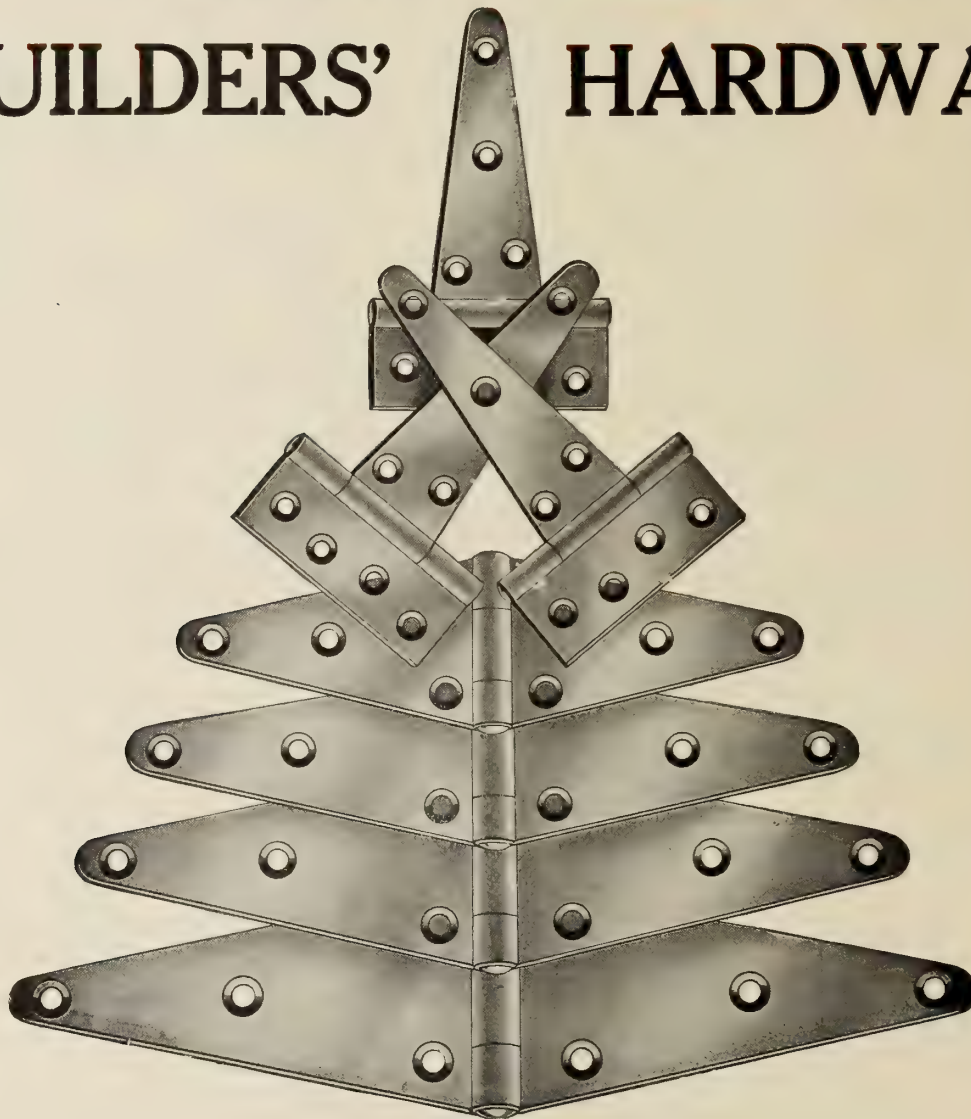
Barn
Door
Hangers

Staples

Latches

Parlor
Door
Hangers

Gate
Hooks



Corrugated Strap and Tee Hinges

and

Light, Medium, and Heavy Strap
and Tee Hinges

Canada Steel Goods Co. Hamilton, Can.

GUELPH, the City Famous for its Municipal Ownership

THE MAYOR AND CORPORATION of the City of Guelph extend a most hearty invitation to the Members of the Ontario Retail Hardware and Stove Dealers' Association to visit the Royal City during the Seventh Annual Convention to be held in Guelph on Feb. 20, 21, 22 and 23, 1912.



Guelph as a Manufacturing Location

A Few of the Features

Excellent sites are available for factories, free. These are situated on or off the railways, as required. Cash bonuses, and loans at low rate of interest.

All important railways have first-class passenger service here.

In addition to having an active City Council and Board of Trade, the city maintains a distinct department for encouraging and developing its industrial and manufacturing interests. Every encouragement is extended any enterprise that will aid in the extension and building up of the city

Communications are solicited. Information cheerfully furnished.

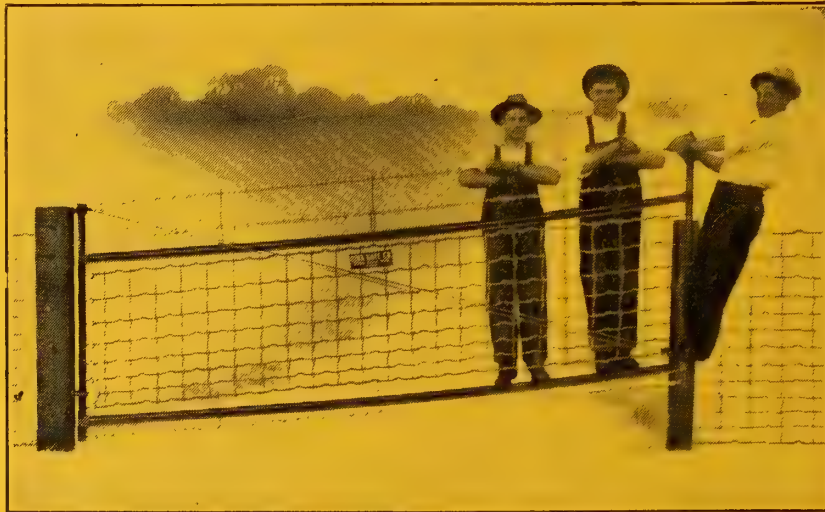
Write, Wire or Phone to

R. McDONALD, Industrial Commissioner, City Hall, Guelph, Ont.

IF YOU WANT TO SEE

The strongest gate made;
 The gate that is acknowledged to be the best in America;
 The gate that gives you the best profit for handling;
 The gate that is sold on the most liberal selling plan.

See our exhibit at the Hardware Convention in Guelph.



Canadian Gate Company, Limited, Guelph, Ontario

GUELPH SPRINGS AND AXLES

Are Warranted to Give Satisfaction

Heavy Ribbed Springs and Axles for
Platform, Lorry and Drays

ANCHOR BRAND

Established 1872

Anchor Express Axles are unsurpassed for Express and Dray Wagons of all kinds, they have case hardened Boxes and Spindles. Use them on your next job and you will be amply repaid.

Send for Catalogue

Guelph Spring & Axle Co., Limited

GUELPH

ONTARIO

The
Bond Hardware Co., Limited
Guelph

Wholesale Hardware Merchants

Shelf and Heavy Hardware
Builder's Hardware
Cutlery and Fine Tools
Carriage Goods
Bar Iron and Steel
Iron Pipe and Fittings

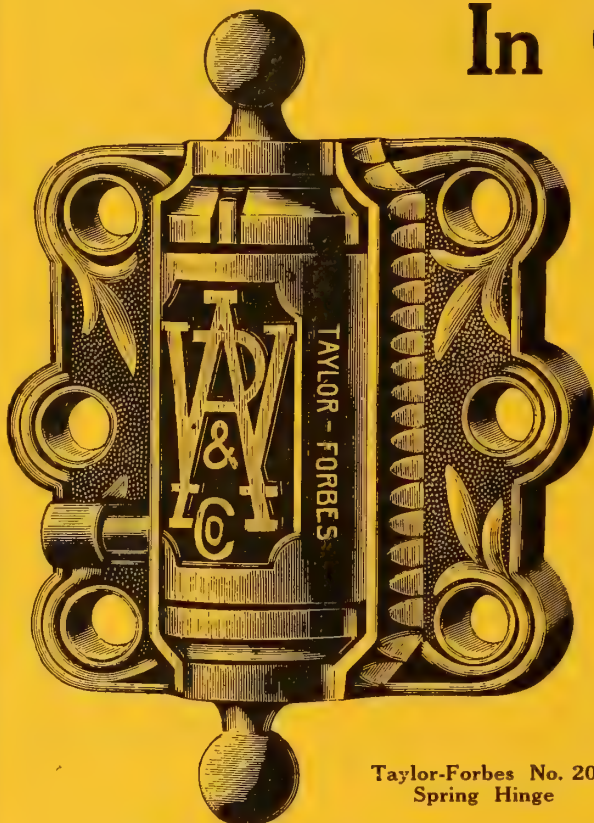
Enquiries Appreciated
Orders Promptly Filled

Railroads out of Guelph in six directions assuring excellent service by The Bond Hardware Co. to all Western Ontario.

The **Bond Hardware Co., Limited**
Guelph

CANADA'S LARGEST

In GUELPH, The 1912 Seasonable



Taylor-Forbes No. 20
Spring Hinge

The Only Canadian Made Floor Hinge

For *simplicity* and *high quality* the "Chief" Spring Floor hinge is unexcelled. It is not necessary to cut up any part of the floor to adjust the "Chief" to the door. All the carpenter has to do is to cut out a small piece at the bottom corner of the door and make a slight mortice for the strap end of the hinge. The entire weight of the door rests on the ball bearings and allows the door to swing freely and easily without jarring.

If your jobber cannot supply you with the "Chief", write us direct for prices. We assure you a *good profit* and every hinge has our guarantee to be *the most perfect on the market to-day*.

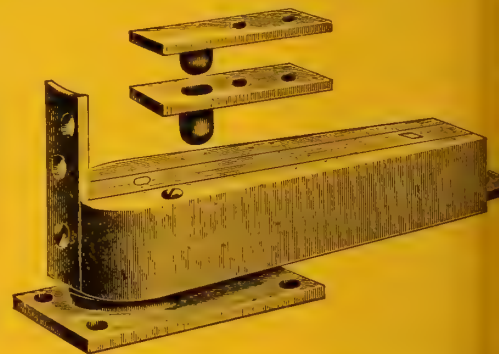
Every Attention will be Given to Hardwaremen who Visit our Big Plant During the Retail Hardware Convention

It's Time to Order Screen Door Hinges

And the kind to order are the reliable "T. F." Lines which have given your customers such good satisfaction in former years.

The No. 20 spring hinge illustrated is a hold-back hinge and is *unequalled anywhere for quality*. It will last as long as any screen door, the springs being made of the best crucible steel, oil tempered, and the castings from the finest grey iron.

When you buy our Canadian made hinges you can afford to guarantee the goods as our long years of reputation are behind the lines we manufacture.



Taylor-Forbes Chief Spring Floor Hinge

TAYLOR-FORBES

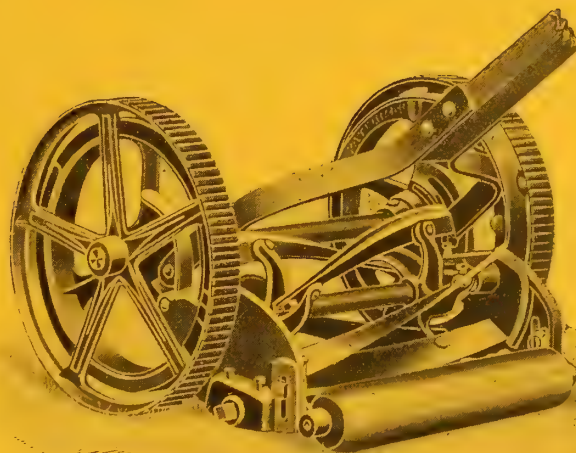
GUELPH

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

HARDWARE INDUSTRY CONVENTION CITY *Suggestions*

Make "Quality" Your Selling Argument This Year

The "Empress" Ball Bearing Lawn Mower—the easy running lawn mower—is *the best seller on the Canadian market*. It is an open cylinder machine and the workmanship and quality of material used are the best that can be obtained. You can buy a cheaper machine, but none that will carry a better profit for you and give your customer better satisfaction. The Taylor-Forbes Company are the largest Canadian manufacturers of lawn mowers and we guarantee the "Empress" to be the best and most satisfactory mower for Canadian Hardwaremen to sell.

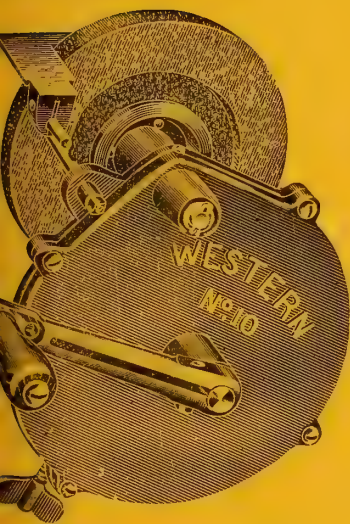


Empress Lawn Mower

Demand for "Western" Tool Grinders Steadily Increasing

For *Durability, Efficiency and Economy* no hand tool grinder will give greater satisfaction than the "Western." It is noiseless, dirtless and chainless besides being the *lightest running and longest lived grinding machine on the market*. Its cut gears are encased and friction is reduced to the minimum. The wheel is a corundum grinder, 7 x 1 inches, and every part of the machine is made of the finest material and is very easy to handle. Grinders are packed one in a box and weigh only twenty pounds.

There are profits for retailers who sell this line, and if you cannot get it from your jobber write us for prices. If your jobber cannot supply you we can.



Western Tool Grinder

**Study the Variety and Good Quality of
the Many Lines we Manufacture in
our Booth in the Hardware Exhibition**

COMPANY, LIMITED

CANADA

H. F. Moulden & Son, Travellers' Bldg., Winnipeg, Man.
W. A. MacLellan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

EVERY HARDWAREMAN

Should Have a Good Fire-proof Safe

HOW WOULD YOU STAND

If your place of business was destroyed by fire? The loss of your accounts and business records would cost you many times the price of a good Fire-proof Safe.

The protection of your books is equally as important as the insuring of your building and contents.

Our Safes are positively Fire-Proof.

They have stood the test of all of Canada's great fires.



Our Safes have always preserved their contents no matter how hot the fire nor how long it lasted.

If you are coming to the convention at Guelph, we shall be glad to meet you at our Exhibit and talk over your requirements, or we will gladly mail you our catalog and all particulars.

The Goldie & McCulloch Co., Limited
Galt Ontario Canada

WESTERN BRANCH:
248 McDermott Ave., Winnipeg, Man.

MARITIME PROVINCES:
13-15 Dock St., St. John, N. B.

QUEBEC AGENTS:
Ross & Greig, 412 St. James St., Montreal, Que.

BRITISH COLUMBIA AGENTS:
Robt. Hamilton & Co., Vancouver, B. C.

Convention Notice

We shall illustrate our full line

Axes

Chisels

Draw Knives

Adzes

Hammers

Picks

Crow Bars

Lumbering Tools

Buy

Canadian Goods

Allan Hills Edge Tool Co.

Galt, Ont.

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannatyne Ave.
Winnipeg
Western Representative

There is a Tendency

Among Hardwaremen to consider that the manufacturers of **Sheet Metal Building Materials** do not protect and assist them to market this line.

The Galt Art Metal Company

Numbers among its best customers some of the largest Hardware Dealers in Ontario—and these firms have no such cause of complaint to offer, principally, because they demonstrate by constantly going after business that they are entitled to this protection and assistance.

We like to do business with the Hardware people and would like to meet you at our booth at the Guelph Convention



As
Comfortable
As a Bed

"Standard" Hammocks



Couch Hammock

Hangs from the ceiling parallel with wall, woven spring bed, well-made mattress, combination chain and rope stringing

Other Hammocks in Rib, Tapestry and Jacquard weaves in all qualities

MANUFACTURED IN CANADA BY

The Galt Robe Co., Galt, Ont.

Rates \$2.00 to \$2.50

With Bath, \$2.50 to \$3.50

NEW WELLINGTON HOTEL

E. B. CLANCY

PROPRIETOR

GUELPH

Opposite C.P.R. Depot

Two Blocks from G.T.R. Depot

Just across the road from
G. T. R. Depot, City Hall
and Winter Fair Building

All rooms steam heated and supplied with hot
and cold running water. American plan \$2.00
per day. Rooms with bath \$2.50 per day.



KING EDWARD HOTEL, GUELPH

JAMES JOHNSTON, PROPRIETOR

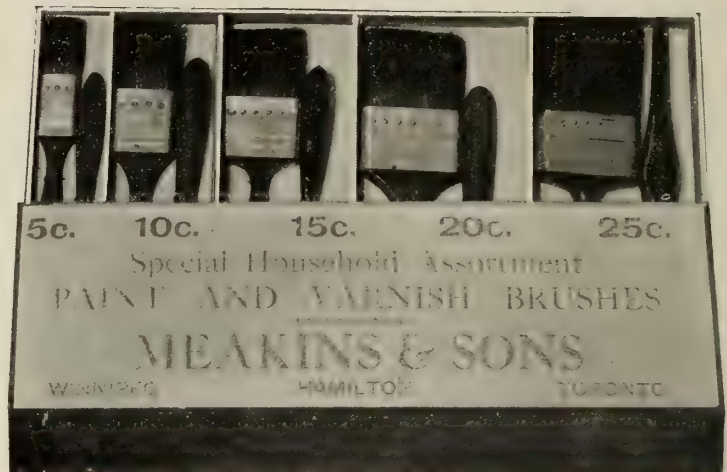
BRUSHES

Assortments of Brushes in neat display boxes convenient for the Hardwareman

Varnish Brushes that retail for

5c. 10c. 15c. 20c. 25c.

at a good profit for the storekeeper. Can be bought through any Hardware Jobber or from

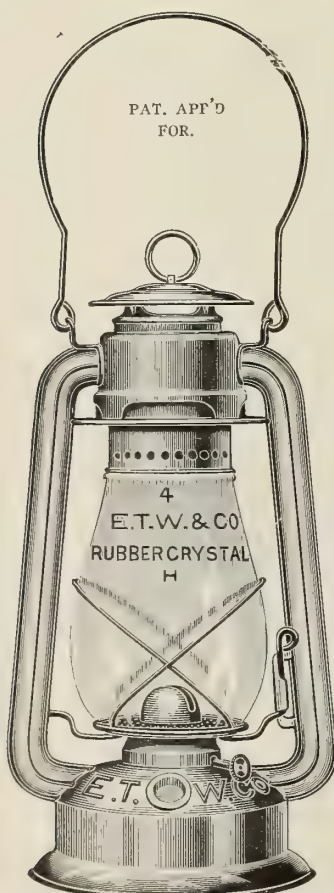


MEAKINS & SONS

TORONTO

HAMILTON

WINNIPEG



Wright's No. 4 Cold Blast Lantern For 1912

*With patent wire bail
undetachable handle*

With ears tightly clinched around tubes and soldered.

No openings in tubes to wear larger or affect the Cold Blast draft.

Handle cannot possibly become loose

Wright's No. 25 Reflector Cold Blast

Let us send you a sample order of these Lanterns, so that you may judge them for yourself.

E. T. WRIGHT & CO. (H. G. Wright)
HAMILTON, CANADA

Winnipeg distributing agents—Merrick-Anderson Co., Winnipeg, Man.

Vancouver distributing agents—Macpherson & Teetzel, Vancouver, B.C.

Toronto agent—F. B. Wilson, 33 Maitland Street,
Winnipeg agents—W. Reynolds & Co.



This is our No. 4 fitted with reflector hood

Carborundum Sharpening Stones



A Carborundum Dealer is the dealer who sells more sharpening stones

Our representative at the Guelph and Montreal Conventions will be glad to show you reasons why you should handle these ever selling products

Carborundum products include Sharpening Stones for every sharpening need—Carborundum Niagara Grinders, Carborundum Razor Strops, etc.

Nearly every jobber in the Dominion handles them

The Carborundum Company

Niagara Falls, N.Y.

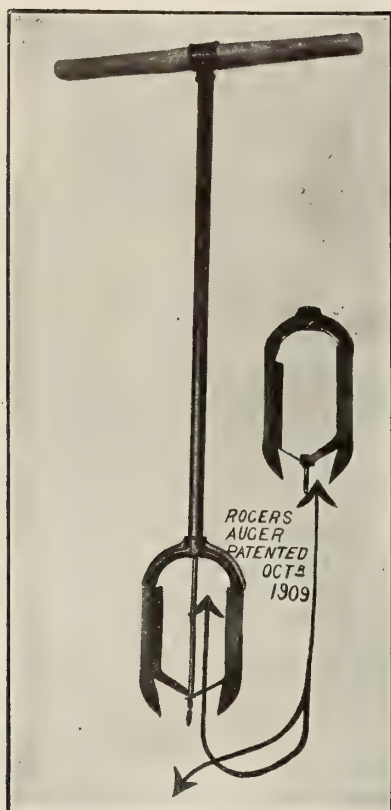


MADE IN CANADA

MADE IN CANADA

TO THE HARDWARE TRADE OF CANADA:

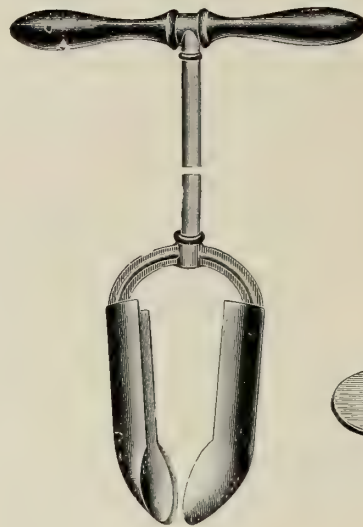
We offer a complete line of Post Hole Augers and Diggers. The Erie line will put you right.



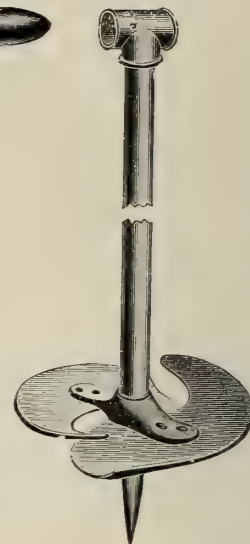
Rogers—Iwan Pattern—4", 6", 7", 8", 9", 10", 12"



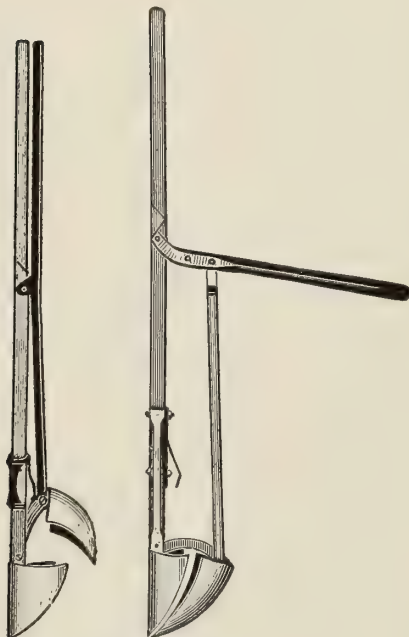
Iwan's Pattern—4", 6", 7", 8", 9", 10", 12"



Erie Digwell Pattern
7", 8", 9"



Erie Vaughan Pattern
4", 5", 6", 7", 8", 9", 10"



Erie Universal Digger



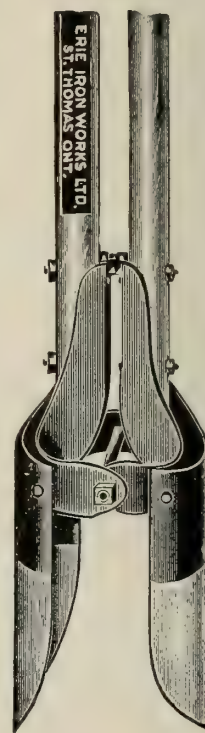
Erie Gibbs Digger



Erie Champion Digger



Erie Eureka Digger



Erie Hercules Digger

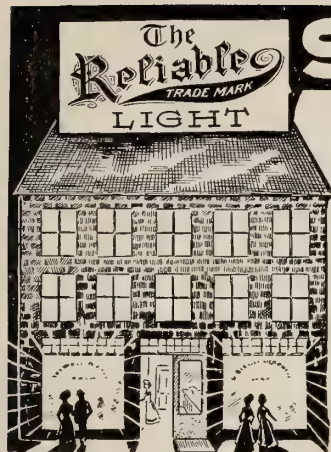
All of the above patterns made in St. Thomas, made right, at right prices. We shall be pleased to have inquiries.

Erie Iron Works, Ltd., Manufacturers, St. Thomas, Ont.

MADE IN CANADA

MADE IN CANADA

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

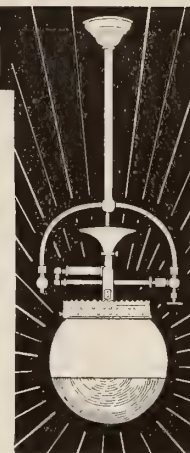


STORE LIGHTING

Mr. Hardwareman:

DO YOU KNOW that customers stay longer—do their shopping better and buy more in a well lighted store.

That people consciously or unconsciously avoid a dark store and are attracted to a bright cheerful inviting one.



That better light will suggest to your clerks to keep your stock neat and your store clean.

And that the above being true, a better lighted store will also increase your business

NOW THEN what you need is more light for less money. A light that will make your store as bright as day, one that will attract customers and increase your sales.

THE R-K LIGHTING SYSTEM is a complete gas plant, that is always ready to use, one that is absolutely under your control. It will produce from 500 candle power up of pure white brilliant light at an average cost of one cent per hour for 500 c.p. It is permitted by all insurance companies, is easy to operate, costs little to install and pays for itself in a few years. Can be installed in any store—no matter where you live.

It is used in preference to electricity by a large number of hardware dealers, among them are: Howell Hardware Co., of Goderich; G. A. Binns, of Newmarket; F. Y. Braithwaite, Blind River; M. Weichel & Sons, Elmira; D. Cinnamon, of Lindsay, and many others.

Each system is fully guaranteed for five years to give perfect satisfaction. We will guarantee to give you twice the light you at present have for less money than you now pay, no matter what you at present use—gas—electricity—acetylene or coal oil lamps.

Write today for Booklet "S" and allow us to show you how to have more light for less money. Costs nothing to inquire.

A New Portable Table Lamp

We have just placed on the market a new portable table lamp that is a complete gas plant in itself. This is for the farmer, for summer cottages, and private residences in the smaller towns. We want a hardware dealer in every town to handle this lamp. This will prove a profitable addition to your regular line and sells well. One firm has already sold over a dozen to their regular customers. Each lamp gives 200 c.p. of light and burns with a mantle same as city gas—no wick required. Write today for wholesale prices and agency.

RICE-KNIGHT, LIMITED

86 Richmond Street E.
TORONTO

P. O. Box 487
REGINA

The Steel Company of Canada

Limited

TIGER

White



BRAND

Lead

Excels in Purity and lasting qualities

Pig Iron, Stove Bolts, Rivets, Band Steel

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

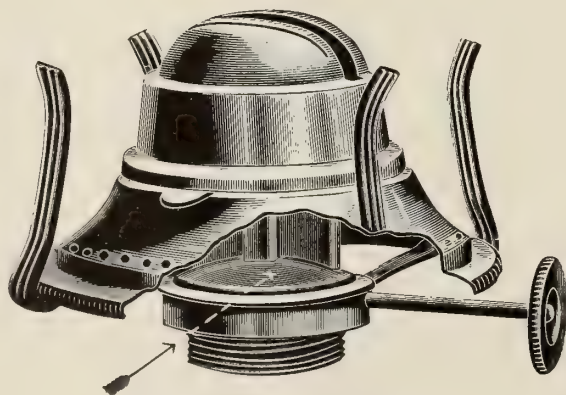
H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.

BANNER ALL BRASS LAMP BURNERS



Made With

COVERED BASE



It is put in the BANNER for
YOUR PROTECTION.

Does not collect dirt, dead
insects, or inflammable material.

Sold by All Jobbers

ONTARIO LANTERN & LAMP CO., Limited

Branches:
MONTREAL, WINNIPEG, VANCOUVER

Head Office and Factory:
HAMILTON, ONTARIO



**LEEKNOTT
ROOFING**

**SANKOTE
ROOFING**

THE BEST ROOFING PROPOSITION FOR RETAILERS

We co-operate with our customers by assisting them to close orders. Write for our proposition—it will pay you.



Roof of Beatty Bros., Limited, new factory at Fergus, Ont., roofed with three-ply Leeknott Roofing.

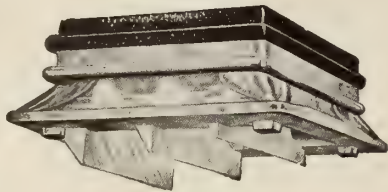
LEEKNOTT roofing will satisfy the most exacting customers; it being made from the best long fibre wood felt, thoroughly saturated with genuine Trinidad Asphalt. It is guaranteed absolutely.

SANKOTE asphalt roofing is lower in price but is made expressly for Canadian climatic conditions. It has a sand-coated surface and is everlastingly waterproof.

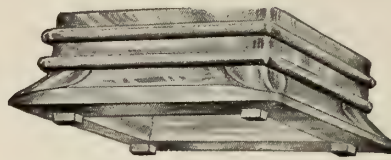
*In Quality, Selling Helps and Margin of Profit
we can interest you. Write for our proposition*

CANADIAN SUPPLY COMPANY

220 KING STREET WEST, TORONTO



No. 44-3 Way Prism



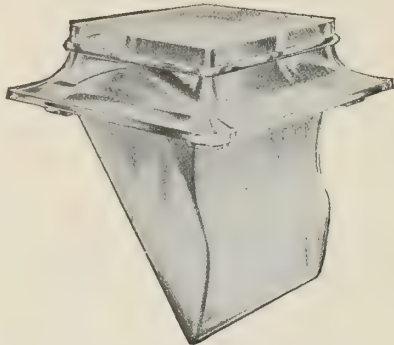
No. 43-Plain Lens

3 STYLES OF GLASS

used in our

Interlocking Sidewalk System

"Canadian Manufacture"



No. 114-Single Pendant Prism

Q Plastic compound around top of glass is furnished when desired, this prevents shaling of glass

WRITE US

THE HOBBS MANUFACTURING CO., LIMITED

London
Toronto

GLASS

Montreal
Winnipeg

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

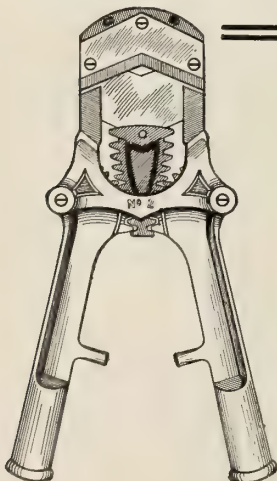


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



THE IMPROVED KEYSTONE DEHORNING CLIPPER HAS NO EQUAL

And is an excellent line for retail hardwaremen to sell as it is a high-grade article and carries a good margin of profit. Dehorning cattle makes them much safer, the danger from going by bulls being removed. Dehorned cattle fatten much quicker, the advantage to shippers being apparent. The Keystone is a strong clipper, cutting from four sides at once. You can guarantee it with confidence, as it has 35 years of successful use behind it. **If your jobber cannot supply you, write me.**

MANUFACTURED BY

R. H. KcKENNA, 219 Robert St., Toronto



THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

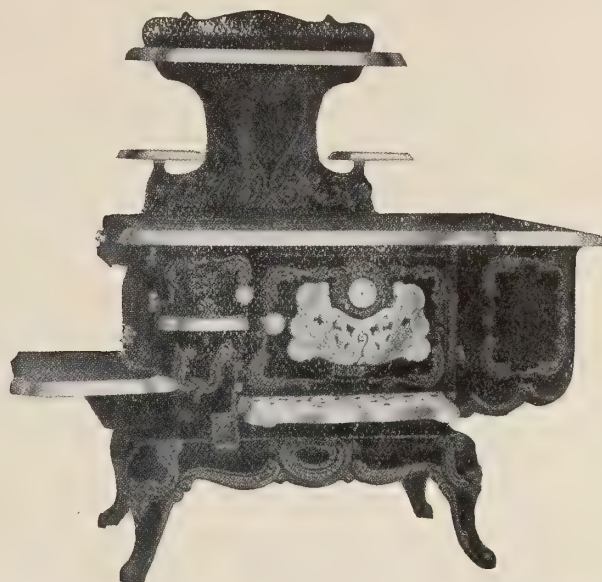
"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited

OTTAWA

ONTARIO



THE STERLING BANNER RANGE

*To The Retail Stove
Dealers of Canada*

We take pleasure in announcing to the trade that during the Hardware Convention at Guelph we will introduce to the trade three new and distinct lines of Ranges which consist of the following:

The BANNER CHIEFTAIN Range

A strictly high class steel range in every detail.

The PERFECT BANNER Range

An attractive steel range at a most popular price.

The ALERT BANNER Range

A special cast iron range which will be a leader in its class.

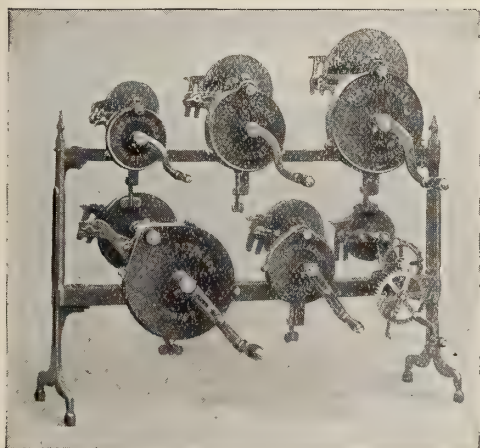
These various lines must be seen to be fully appreciated and we extend to you a hearty welcome to inspect these ranges.

**The Down Draft Furnace
Company, Limited**

GALT

ONTARIO

CANADA



Our New Stand for Displaying

PIKE TOOL GRINDERS

is a winner in every sense of the word. It's made a hit with other hardware dealers—why not with you?

Full information gladly furnished by

PIKE MANUFACTURING COMPANY

PIKE, N.H., U.S.A.

Are you going after the good Heating Contracts this year?



8 to 16 Zig-Zag Heat Tubes, each with 8 to 9 square feet of heating surface, make the Kelsey most powerful.

Why not send for booklets about the **KELSEY WARM AIR GENERATOR**

so that you may KNOW WHY it has the greatest and most effective heating surfaces; why it warms great volumes of air properly and most economically and distributes evenly, and has many other advantages which would enable you to get the good business.

Send also for Booklets describing the Canadian Air Warmer

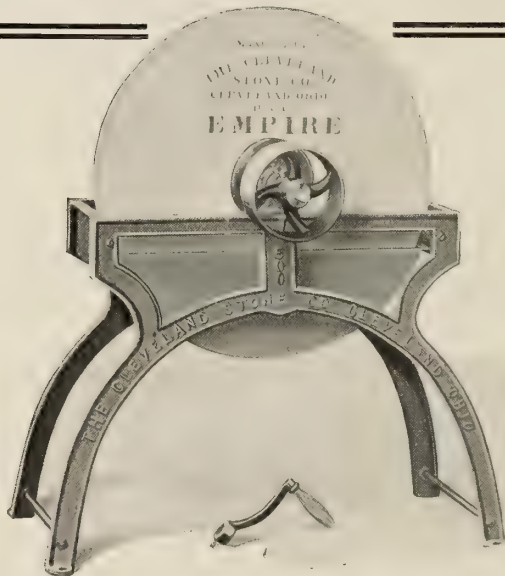
THE TROPIC

and our complete line of Heaters.

We make the most complete line of Heating Goods for warm air

Send for Particulars regarding Agency

THE JAMES SMART MFG. CO., Limited
Brockville, Ontario



THE EMPIRE

A POWER GRINDSTONE FOR the FARM

This machine is designed especially for farm use in connection with a gasoline engine. The stone is GENUINE Berea grit. The frame and trough are cast iron and will not rust out. It is fitted with our detachable fixture, steel shaft, ball-bearings, pulley and hand crank and the price is popular.

THE CLEVELAND STONE CO.

Cleveland

Chicago

New York

"Reliability in Rubber"



RUBBER GOODS

For the Hardware Trade

We make Hose of all kinds, Packings to suit every requirement, Belting for all purposes, Tubing, Valves, Valve Discs, Force Cups and Plumbers' Supplies, Wringer Rolls, Rubber Mats and Matting, Interlocking Rubber Tiling, etc., etc.

The Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO

MONTREAL

HALIFAX

WINNIPEG

CALGARY

VANCOUVER

These Representatives will call upon you in Ontario :

T. W. McKENNEY, Western Ontario

E. H. MINNS, North of North Bay

H. E. WILES, Eastern Ontario

C. D. SCOTT, City of Toronto.

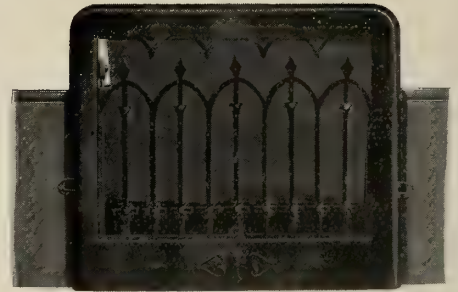
Tiling, Mats and Matting—J. W. SHAW



Moorish Design Cast Register

Sell These Registers

Are you familiar
with the merits of



Empire Special. New Design

The Empire Line

of

Sidewall and Floor Registers and Faces

*We have a complete line and a most attractive
proposition for dealers*

The Empire Special

Is a very neat and up-to-date design with the largest area for the size of any register on the market and a popular seller. Made in the following sizes:—

7 x 10 shallow	7 x 10 deep	10 x 12 deep
8 x 10 shallow	7 x 12 deep	10 x 13 deep
9 x 12 medium	8 x 13 deep	12 x 14 deep

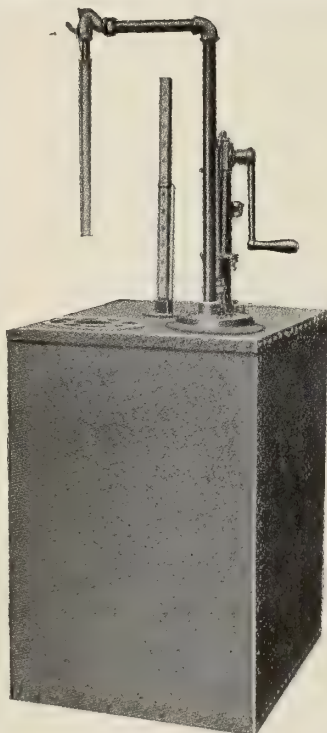
We have added to our line faces the same design as Empire Sidewall Registers in sizes 7 x 15, 7 x 24, 7 x 30.

CANADIAN HEATING & VENTILATING COMPANY
OWEN SOUND - - - ONTARIO

CHRISTIE BROS., LTD.
1824 Dundas Street Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., LTD.
Park-Henry Streets, Winnipeg



See Our Exhibit

OF

SELF MEASURING OIL STORAGE SYSTEMS and PEERLESS WATER SYSTEMS

AT THE

Retail Hardware Exhibition at Guelph

An unique feature of the Exhibit will be our 300 series Silent Electric House Pump in actual operation. Every hardwareman will recognize in it the ideal pumping plant for rural homes.

Ask us for Bulletins describing our Systems

National Equipment Company, Limited
21-27 Lombard Street, Toronto

HICKORY**MAPLE***See our Exhibit of*

HANDLES

At the Guelph Convention

We will be pleased to show you the kind of goods we manufacture and at the same time promise that the goods you buy from us will be as perfect in material and finish as the ones in our exhibit.

We Manufacture

Axe, Adze, Pick, Sledge Hammer, Cant Hook, Peevie, Spike Maul, Hay Fork, Manure Fork, Rake, Hoe, Shovel, Broom and all Small Tool Handles.

Rolling Pins, Beef Pounders,
Potato Mashers

**WHIFFLETREES
DOUBLETREES
NECK-YOKES**

A copy of our New Illustrated Catalogue will be sent to any one in the trade on request.

W. C. Crawford Co.
Limited

Successors to W. C. Crawford

Tilbury Ontario

*Established in 1892***ASH****OAK****USE****Leap Year's Extra Day****To Oil Up**

Hero Quality Oilers

REPRESENT

**A Long Leap Forward—
Better Than Ever Before**

Mowing Machine Oilers

1 ½ inch opening—"The Smooth Thread"

- No. 1100 Standard Tin
- 1120 Largest Made To-day
- 1130 Body and Bottom one Piece
- 1140 Standard Copper
- 1150 Same but heavier
- 1160 Distinctive

And Many
Others



No. 1130
"The Spring that won't
come out."

The
**Hero Manufacturing
Company**

Philadelphia, Pa.

Close Inspection



Of our goods
gives us more
customers than
any other agency
that we employ.
We have a
booth at the

**Hardware
Convention
Guelph, in
February.**

Give us a call.

**The Lundy Shovel &
Tool Co., Limited**
Peterborough, Ont.

Agents for Ontario
N. B. MISENER, TORONTO

Agents for Quebec
MESSRS. DELORME BROS., MONTREAL

Agents for British Columbia
E. E. CRANDALL, VANCOUVER, B.C.

Agents for Manitoba and Saskatchewan
TEES & PERRSE, Limited, WINNIPEG

Agents for Alberta
TEES & PERRSE of Alberta, Limited, CALGARY

J. J. TURNER & SONS

The Largest Manufacturers
in Canada of

**Tents, Flags,
Awnings, Sails,
Horse Blankets
Waterproof Goods
Coal Bags and
every description of
Camping Goods**

Send us your orders for Tents and keep
them in stock. They are put up
in bags to keep them clean.

*Success to the Hardware
Convention, from*

J. J. TURNER & SONS

REGINA
Sask.

PETERBOROUGH
Ont.

See our Display of
TRAPS AND SILVERWARE
At the Guelph Convention



VICTOR TRAPS

Spring Trapping will Help Your Sales

*Look over your stock and be
prepared to meet the demand*

Oneida Community, Ltd., Niagara Falls, Ont.

Also makers of Newhouse, Hawley & Norton, and Oneida Jump Traps.

Big Ben

A Watchlike Sleepmeter



*Height 7 inches. Dial 4½ inches.
Rings steadily for 5 minutes, intermittently for 10.*

HALF a dozen Big Ben in your store window will add life and ginger to the brightest display.

With every half dozen you'll get a complete set of Window Display Helps. If you make it a full dozen order, you'll get a solid mahogany display stand and two sets of display helps.

Big Ben advertisements are appearing in the leading Canadian Magazines and in all the United States Magazines having a Canadian circulation.

The retail Canadian price has been fixed at \$3.00. You may sell him for more if you wish but you may not sell him for less.

Big Ben is carried in stock by 53 Canadian wholesalers. The publishers of this magazine will send you the list on request.

In broken and dozen lots, \$2.20 less 5%. In case lots of 24, \$2.10 less 5%.

The Western Clock Mfg. Co.
La Salle, Illinois

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

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CIRCULATION MANAGER

JOHN A. GIBSON

NEW YORK, 318 Broadway, Phone 2034 Worth

A. B. ABRAMS

CHICAGO, 4059 Perry Street

E. J. MACINTYRE

Bring Your Ideas to the Convention.

The measure of success which will attend the convention of retail hardwaremen and stove dealers which opens in Guelph on the 19th inst., will depend upon the freedom with which those attending it rub shoulders and exchange ideas.

It is the experience of everyone who has condescended to rub shoulders with his fellows that the act of doing so causes prejudices to vanish and warm friendship to develop. With friendship comes confidence. And the concomitant of this is an exchange of helpful ideas and experiences in regard to business methods.

Many merchants have made many dollars by exchanging ideas with fellow business men. And there is no better place than a convention for practicing it.

He who in going to a convention leaves his ideas behind the counter of his own store may as well stay at home. The benefit he will derive will be almost nil, for ideas, like happiness, are doled out on the exchange basis. One has to give as well as take. And he who freely gives freely receives.

When a retailer is not prepared to grow he ought to be prepared to go out of business.

Sheet Metal Possibilities.

The sheet metal business has almost limitless possibilities for the hardware man who is energetic enough to get after it.

There are ceilings, dwellings, barns and out buildings of various kinds everywhere which should have, and many of them would have, coverings of sheet metal if the advantages to be derived from having it done had been brought home to their owners.

Sheet metal covering is economical and attractive, and these facts only need to be brought home with sufficient force to materially increase its use.

Supposing, for example, that hardware men, their

clerks and delivery men, throughout the country, were to go about for a month or so with their eyes open for buildings on which, or in which, sheet metal might be used to advantage, and that whenever they saw any such they were to make a note of it and then compile a list of same. One thing is certain, every hardwareman would soon possess a valuable list of possible customers.

The results which would be obtained from such a list would, of course, largely depend upon the use to which it was put. If it is allowed to be forgotten in the pigeon hole of a desk it had been better that it had never been compiled.

Fortified with such a list the first step should be to place bright and interesting advertising talks in the local newspapers regarding the utility and economy of sheet metal ceilings, sidings and roofings. That would excite interest. Utilize the window for the same purpose. Then write letters and circularize with bright, "reason why" literature; and don't be satisfied with doing it once. Do it until it brings results. No doubt the manufacturers would contribute a supply of literature which might be used to supplement that which is prepared by the retailer. This, plus personal calls upon possible customers, will, we believe, pay every hardwareman in the country.

He who plans may not get all the customers he seeks, but he prevents rust from accumulating.

Wholesalers and Retailers at Loggerheads.

Peace has recently been declared in a protracted battle between the manufacturers of hardware and the retail dealers in Germany. The fight began early last summer over the eternal question of supplying department and co-operative stores.

For some time there had been bad blood between the two organizations, but the immediate cause of the outbreak of open hostilities was a circular sent out by the manufacturers' union absolving its members from any longer complying with the agreement made with the retail federation in regard to abstaining from supplying department and co-operative stores. The manufacturers justified their action by declaring that not only was it getting more difficult to comply with the conditions of the agreement, on account of the increase in the number of department and co-operative stores, but that the business received from the confederated retailers did not compensate them from the loss in the other direction.

A gauntlet thrown down in this way was naturally picked up by the retailers. They immediately organized a boycott, while the manufacturers, on the other hand, openly allied themselves with the department

stores. They furthermore prevented the retailers from holding their exhibition of hardware goods in connection with their annual convention.

About a month ago, after both parties had lost sufficient money to bring them into a compromising spirit, the breach was healed. The compromise was based on an agreement to the effect that the manufacturers would not "knowingly" sell to the objectionable price-cutting stores. As a safe-guard against further hostilities a committee was formed, consisting of four members from each organization, to whom all disputes will hereafter be assigned for settlement.

The incident shows the advantage of organization both to retailers and manufacturers.

If the chief aim of an association of retailers is not the promotion of efficiency in business methods its usefulness is small indeed.

Dishonesty in Business.

That the Secret Commissions Act hasn't been the means of crushing out all crookedness in

business is shown by the recent experience of a Hamilton manufacturer.

A certain paint concern was trying to get the business of the manufacturer for goods used on his product. Samples were supplied for testing, and the evening before the order was to be given, the factory superintendent received a nice box of cigars with the compliments of the paint salesman.

When the order was solicited the manager called in the superintendent and asked him how the test had resulted, and if it would be better to place an order for the new line. The superintendent's reply caused confusion, however, he producing the box of cigars and relating how he had been asked to see that the traveller who made the gift wouldn't "get the worst of it."

Where quality is put into the goods and the make is well known as a result of consistent advertising in which the trade mark or brand name is featured as a guarantee that the goods are all that they are claimed to be, it is unnecessary to stoop to such practices as petty bribery.

And business bought by bribery is very likely to be lost by the same methods.

More money is often lost by staying away from retailers' conventions than is made by remaining at home.

Use Judgment in Ordering.

A Toronto hardware jobber tells of an experience recently with a retailer whose carelessness in ordering was the cause of considerable annoyance to all concerned.

The retailer secured an order from a lumbering firm for supply of coke shovels listed in a Montreal jobber's catalogue, the lumberman intending to use them for snow shovels.

The Toronto jobber received a telegraph order for snow shovels for a size not listed on any catalogue. As the order was a rush one he sent the nearest snow shovel made to the size specified. Back they came, however, with the explanation that what was wanted was a coke shovel of the size specified.

The retailer's customer suffered needless delay, the retailer won a reputation for carelessness, and the jobber was out a double-headed freight bill—all due to

the loose methods used by the retailer in placing the order.

Too much care cannot be taken in ordering goods and every order should be checked to see that no mistake can be made by the shipper.

Enthusiasm can never be driven into clerks.

It is only developed by encouragement.

The Things Stock-Taking Unearth.

Stock that lingers on the shelves is a brake on business.

Stock-taking brings such merchandise into the limelight. Every year adds to the age of carried-over merchandise and detracts from its value. This is obvious to every business man. And the equally obvious thing to do is to decide upon ways and means of moving it out at the first opportunity. If it be seasonable goods it may not be possible to move them under any condition at unseasonable periods. Action must be regulated by circumstances.

If conditions are not unfavorable the sooner action is taken the better. The first step as a rule is to reduce prices to a figure that is likely to induce people to purchase. It may be that profit will have to be wiped out altogether. But it is better to stand an immediate loss and get ready cash that can be utilized to advantage in many ways in the average business, than to allow the goods to gradually eat up both principal and interest in some out of the way corner in the store.

Bargain counters might be created and attractive window displays made with price tickets much in evidence. Then the coping stone to the campaign should be a judicious use of printers' ink in the shape of circulars and newspaper advertisements.

Where there is a will there is a way for the energetic and resourceful merchant to move the most obdurate of even half dead merchandise.

An easy, smiling countenance helps the hardwareman to get and keep customers.

Business or Booze.

At nearly every gathering of men away from home influence there are some who seek relaxation by listening to the ringing of the hotel man's cash register.

A Toronto hardware traveller tells of how a salesman for a jobbing house lost two good customers at one of the retail hardware conventions by being hypnotized by the cash register bell. When he left the range of its sound he wasn't in a fit condition to do business.

The annual conventions of the Ontario Retail Hardware and Stove Dealers' Association are becoming widely recognized as splendid meeting places for progressive retailers who wish to talk over business experiences with fellow retailers from other parts of the province, while the exhibition held in connection with the convention contains displays of the latest goods being offered to the trade, the amount of buying being on the increase from year to year.

All who have the best interests of the hardware trade at heart, therefore, will give business the preference over "booze" at the Guelph convention, and make this year's gathering the biggest and best of the successful series of conventions held by the Ontario Association.



Seated around the table from left to right:—W. F. Macpherson, Prescott; Weston Wrigley, Toronto (Secretary); H. Occomore, Guelph (2nd Vice); John Caslor, Toronto (Treasurer); Wm. Magladery, New Liskeard; W. W. Bennett, Gananoque; D. McNab, Orillia; M. S. Madole, Napanee (1st Vice); R. C. Chown, Belleville (President); C. W. Conn, Tillsonburg; and E. W. Blackmore, St. Thomas.

Record Breaking Convention at Guelph Predicted

Ample Accommodation Available for all who attend—Large Increase in Number of Manufacturers who will make Exhibits—The Program Outlined—Low Railway Rates available

The seventh annual convention of the Ontario Retail Hardware and Stove Dealers Association, which is to be held in Guelph, February 20 to 23, will be a record breaker in many respects. The attendance is expected to be greater even than at the London convention while the number of exhibits will be double as many as at London and about half as many again as were gathered together in the big armories at Peterboro a year ago.

The conventions of the Ontario Association have been a series of successes but the greatest of them all will undoubtedly be that to be held in the Royal City during the third week in February. Travellers from all parts of the province report that scores of retailers will attend the Guelph convention for the first time, while few who attended previous conventions, and can get away from their business this year, will miss the 1912 gathering.

An increased attendance is looked for, also, from other provinces, and inasmuch as single fare rates will obtain from all points in Canada east of Fort William, the conditions are made easy for both Eastern and Western hardwaremen who wish to see the biggest hardware show ever held in Canada and rub shoulders with the most progressive of Ontario hardwaremen.

Single Fare Railway Rates.

The Eastern Canadian Passenger Association has granted the same concessions as last year when single fare rates prevailed. Retailers, travellers, jobbers, manufacturers, clerks or ladies, in fact, anyone attending the convention, are entitled to a free return ticket if 300 or more of those in attendance secure railway certificates from their local agent when purchasing their ticket to Guelph. These certificates are to be deposited with the visiting officer in the Convention Secretary's office at Guelph, and after being filled in and a fee of 25 cents paid to the railway representa-

tive a free return ticket will be given by the ticket agent in return for the certificate.

Tickets will be good for the trip to Guelph from February 15 to 21 inclusive, returning up to February 27.

If the travelling salesmen assist their retail customers by travelling on convention certificates in as large numbers as at previous conventions there is no doubt about the free return trip being obtained.

There should be at least 300 or 400 retailers in attendance at the Guelph convention, while there will be equally as many manufacturers' and jobbers' representatives present, each of the 90 firms exhibiting being represented by from one to eight or ten of their staff. In addition to these, Guelph will be a mecca for hardware travellers during the convention, probably 50 or 100 being present representing firms which will not be making exhibits.

Reception Committee.

A Reception Committee with Past President J. R. Hambly as chairman, and past presidents D. Brocklebank, D. Cinnamon, W. G. Scott, F. C. Lariviere, Mayor Thorpe, Alderman H. Occomore, John M. Taylor and T. Keating, will meet the various trains and see that incoming hardwaremen are properly directed to the hotels or private homes they desire to locate in.

Guelph will be a hard place to get lost in, the main thoroughfare, Wyndham Street, being very wide and only about three blocks long. The C.P.R. station and New Wellington Hotel are located at one end and the City Hall, Grand Trunk Station and King Edward Hotel at the other.

Hotel Accommodation.

Guelph has a reputation for handling large crowds during its Annual Winter Fair when probably 10,000 visitors are looked after during Fair week. There

should not, therefore, be very much difficulty in securing accommodation for 600 or 700 hardwaremen.

The Retail Hardware Association, learning from the experience of previous years when visitors crowded into the hotel selected as official headquarters, decided this year not to name any headquarters, and as a result each of the dozen hotels in Guelph should receive their quota of visitors and make overcrowding unnecessary.

The New Wellington Hotel, with its large rotunda, will undoubtedly be a popular stopping place for large numbers of travellers and retailers, but the King Edward Hotel, located just across from the convention and exhibition hall, and equipped with hot and cold water in every room, ought to be an equally popular rendezvous. To assist those who desire to secure accommodation in advance, a list of Guelph hotels with their accommodation and rates is reproduced herewith:—

List of Guelph Hotels.

Wellington, 70 rooms, 150 persons, \$2 to \$2.50.
 King Edward, 62 rooms, 150 persons, \$2 to \$2.50.
 American, 40 rooms, 30 persons, \$1.50.
 Victoria, 39 rooms, 20 persons, \$1.50.
 Commercial, 52 rooms, 50 persons, \$1.50.
 Albion, 42 rooms, 20 persons, \$1.50.
 Union, 23 rooms, 20 persons, \$1.50.
 Western, 40 rooms, 30 persons, \$1.50.
 City, 40 rooms, 25 persons, \$1.50.
 Priory, 26 rooms, 15 persons, \$1.50.
 Queen's, 40 rooms, 15 persons, \$1.50.
 Grand Central, 20 rooms, 40 persons, \$1.50.

In addition to the hotels a list of 50 private homes, each willing to entertain from one to four guests, will be kept in the City Hall by R. MacDonald, Publicity Commissioner, and those wishing to obtain private house accommodation in advance can secure suitable locations by corresponding with Mr. Macdonald.

Convention Daily.

As at the Peterboro convention, the Canadian Hardware, Stove and Paint Journal will issue a daily convention paper, giving programme of events from day to day, with a report of the previous day's proceedings. The welcome extended to the Convention Daily and the appreciation it met with, has been evidenced during the past month by the large number of requests which have been made as to whether or not the Convention Daily would be a feature at the Guelph convention. Its value having been proven, the Convention Daily can be again looked for.

The Exhibition Hall.

As carpenters, painters and decorators will be busy in the Winter Fair building the week before the convention takes place, erecting booths, decorating them with bunting and placing signs to indicate the location of the various exhibits, all of this work is to be completed by Thursday previous to the convention, and on Friday, Saturday and Monday exhibits will be put into place by those representing the exhibits, assisted by workmen engaged by the Retail Hardware Association.

The Exhibition hall is well heated and will be well lighted by rows of arc and 100 candle-power Tungsten lamps, in addition to which many of the booths will be connected for special lighting or for electric signs, and special gas, water and electric connections will also be made to the different booths to provide power for demonstrating gas ranges, washing machines, pumping engines, electric irons, etc.

Two Buildings in One.

The convention meetings will be held in the City Hall and the exhibition in the Winter Fair building, the two buildings being connected together, and thus both convention and exhibition will be under one roof.

The distribution of badges, which is always a feature at the opening of every hardware convention, will take place in the Council Chamber in the City Hall, where the Secretary's office will be located. The convention meetings will be held on the second floor of the City Hall, the room being large enough to accommodate probably 500 people.

The entrance to the Winter Fair building will be through the Market building in the rear of the City Hall. In this Market building a number of Galt hardware manufacturers have grouped their exhibits together and the display of "Galt Made Hardware" will be one of the features of the convention. Upstairs in the Winter Fair building, the exhibits will be arranged in two long aisles in the form of a letter "U" there



Where the Convention is to be held

being in all about 110 booths, all of which will be occupied by displays of goods sold in hardware stores or articles used in properly equipping retail stores to handle business to the best possible advantage.

List of Exhibitors.

A fortnight ago three booths reserved for displays of metal roofing, etc., were given up by the firms to whom they had been allotted and this necessitated a slight re-arrangement of the booths in the main hall. A study of the list below will show that practically every available space in the Exhibition hall has been taken up by firms who desire to exhibit their products to retail hardwaremen who will attend the convention.

- 1 to 4. Taylor-Forbes Co., Guelph.
5. F. W. Bird & Son, Hamilton.
6. Ohio Varnish Co., Cleveland.
7. Dominion Register Co., Toronto.
8. J. Wiss & Son, Newark.
9. E. C. Atkins & Co., Hamilton.
10. Pinchin, Johnston Co., Toronto.
11. Pratt & Lambert, Bridgeburg.
12. Canadian H. W. Johns-Manville Co., Toronto.
13. National Equipment Co., Toronto.
14. Dominion Roofing Co., Toronto.
15. Benjamin Moore & Co., West Toronto.
16. Gendron Manufacturing Co., Toronto.
17. Standard Paint Co. of Canada, Montreal.
- 18 to 20. Tobin Arms Manufacturing Co., Woodstock.
- 21, 22. Oneida Community, Ltd., Niagara Falls.
23. International Varnish Co., Toronto.
24. Page Wire Fence Co., Walkerville.
25. Cummer-Dowswell, Ltd., Hamilton.
26. S. F. Bowser & Co., Toronto.
27. Imperial Varnish & Color Co., Toronto.
28. Boeckh Bros., Ltd., Toronto.

- 29, 30. Martin Senour Co., Montreal.
31. Stanley Rule & Level Co., New Britain, Conn.
32. Glidden Varnish Co., Toronto.
33. Brantford Roofing Co.
- 34, 35. D. Maxwell & Sons, St. Mary's.
36. Gurney Foundry Co., Toronto.
- 37.
38. Aspinwall Manufacturing Co.
39. Parker & Whyte, Winnipeg.
40. Whyte Ehrhardt Co., Toronto.
- 41, 42. Success Manufacturing Co., Gloucester, Mass., (Lewis Bros., Montreal).
43. Dover Manufacturing Co., Canal Dover, O.
- 44.
- 45.
46. W. C. Crawford Company, Tilbury.
47. Pike Manufacturing Co., Pike, N.H.
48. Gillette Safety Razor Co., Montreal.
49. Lutkin Rule Co., Windsor.
50. Canadian Carbon Co., Toronto.
51. Turpentine Producers Agency, Toronto.
52. Lundy Shovel & Tool Co., Peterboro.
53. Sovereign Mit, Glove & Robe Co.

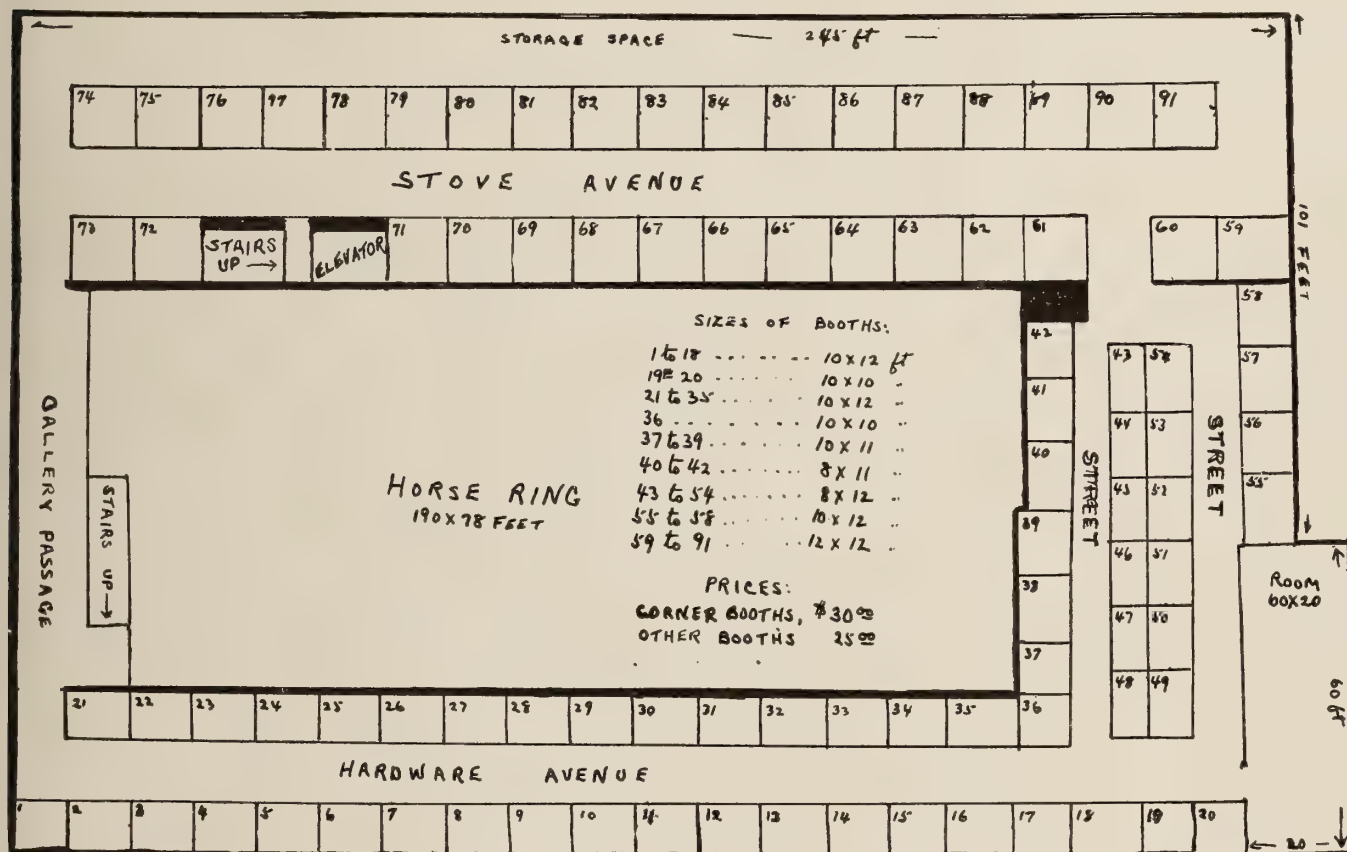
80. Northern Aluminum Co., Toronto.
- 81, 82. Clare Bros., Preston.
83. Sanderson Harold Co., Paris.
- 84, 85. Moffat Stove Co., Weston.
86. Harriston Stove Co., Harriston.
87. James Stewart Manufacturing Co., Woodstock.
88. J. H. Connor & Son, Ottawa.
89. Hall Zryd Fdy. Co., Hespeler.
- 90, 91. McClary Manufacturing Co., London.

In office and store equipment room, 60 x 20 feet—

- Walker Bin & Store Fixture Co., Berlin.
 Ontario Desk & Supply Co., Elmira.
 Monarch Typewriter Co., Toronto.
 National Cash Register Co., Toronto.

In the Market building—

- Shurly & Deitrich Co., Galt.
 Allan Hills Edge Tool Co., Galt.
 Canadian Brass Co., Galt.
 Canadian Potato Machinery Co., Galt.



54. Brandram Henderson Co., Montreal.
55. Carborundum Co., Niagara Falls, N.Y.
56. Buffalo Sled Co., Preston.
57. Ontario Lantern & Lamp Co., Hamilton.
58. Canadian Yale & Towne Co., St. Catharines.
- 59, 60. Lowe Bros., Ltd., Toronto.
61. Onward Manufacturing Co., Berlin.
62. Gutta Percha & Rubber Manufacturing Co., Toronto.
63. Steel Trough & Machine, Tweed.
64. Down Draft Furnace Co., Galt.
65. Canadian Heating & Ventilating Co., Owen Sound.
- 66, 67. Wondershine Co., Toronto.
- 68, 69. D. Moore Co., Hamilton.
70. Dunlop Tire and Rubber Goods Co., Toronto.
71. Stratford Manufacturing Co., Stratford.
72. Invincible Fencing Steel Co. of Canada, Hamilton.
73. Wm. Buck Stove Co., Brantford.
- 73½. Loudon Manufacturing Co., Guelph.
74. Canadian Gate Co., Guelph.
75. Gilson Manufacturing Co., Guelph.
76. Imperial Steel & Wire Co., Collingwood.
- 77, 78. Queen City Oil Co., Toronto.
79. Burrow, Stewart & Milne, Hamilton.

- Galt Robe Co., Galt.
 Goldie & McCulloch, Galt.
 Galt Art Metal Co., Galt.
 Kaiking Washing Machine Co., Galt.

Hours of Exhibition.

The Exhibition is to open on February 19, and all exhibits should be in place by Monday afternoon. On Monday night Exhibition Hall is to be thrown open to citizens of Guelph, complimentary tickets being distributed to the mechanics in the various Guelph factories, a supply also being placed in the hands of local hardwaremen for distribution.

On Wednesday night and Thursday afternoon the Exhibition will also be open to the public, admittance being by ticket in order to ensure the attendance only of those who seek information.

The Exhibition Hall will be open to hardwaremen only on Tuesday, Wednesday, Thursday and Friday

mornings, while on Tuesday night the hall will be open to hardwaremen only until 9.30 p.m.

Convention Programme.

The opening session of the convention will be held at 2 p.m. Tuesday afternoon, February 20, the order of business including civic welcome, reception of special guests, President's address and officers reports, reports of standing committees and appointment of convention committees, followed by a discussion on parliamentary questions effecting the hardware trade, such as parcels post question and abolition of the special charges on weights and measures. Major Currie, M.P.; W. G. Weichel, M.P.; Richard Blain, M.P.; and Thos. Marshall, M.P., have signified their intention of being present at the convention unless parliamentary business necessitates their presence at Ottawa or Toronto.

The Wednesday afternoon meeting of the convention will be given over to a discussion on retail salesmanship. Manufacturers, jobbers and travellers will be given the privilege of the floor to discuss with members of the Association the best plans for increasing the volume of trade by retail hardwaremen in competition with mail order houses, and other influences harmful to the development of trade in regular trade channels.

A committee composed of Messrs. A. A. Bittues, Gillette Safety Razor Co., Montreal; Tom Wright, H. S. Howland Sons & Co., Toronto; E. Holt Gurney, Gurney Foundry Co., Toronto; C. F. Smallpiece, Taylor-Forbes Co., Montreal, and Milton Bergey, Lowe Bros., Toronto, will co-operate with President Chown in arranging the Wednesday afternoon programme. Each member of the committee will be expected to outline his views on the subject under discussion, and retailers are expected to see that manufacturers and travellers do not have the discussion all their own way.

James Purvis, Sudbury, will also give a short talk on the treatment of travelers by retailers.

Question Box Feature.

On Wednesday night retailers will get together on the Question Box discussion, and in addition to the list of questions outlined in the January issue of the Journal, many other problems of interest to the trade have been suggested for discussion.

A committee composed of Alderman Wanless, Chatham, chairman; Wm. Magladery, New Liskeard; F. E. Hendershott, Mount Forest; D. Chalmers, Palmerston; J. W. Zavitz, Wallaceburg; James Macgregor, Caledonia; and A. R. Dundas, Cobourg, will sort the questions and endeavor to have them discussed systematically. It is also suggested that preceding or following the Question Box discussion that a half hour be devoted to a discussion on how to eliminate wastes in the management of retail hardware stores.

Executive Session.

Thursday afternoon meeting of the Association will be open to retailers only, the business being the dealing with reports of the various convention committees, discussion of trade problems and the annual election of officers.

Smoking Concert.

On Tuesday night, the first night of the convention, the Exhibition Hall will be closed at 9.30 and retailers and travellers will gather together in the City Hall for an hour's social intercourse. A committee composed of J. S. Weichel, Elmira; W. J. Carter, Picton; Geo. Ecclestone, Bracebridge; A. Gingerich, Woodstock, and E. B. Westwood, Toronto, will be in charge

of the Smoker and will provide tobacco and a programme of music and song.

Progressive Euchre Party.

No meetings will be scheduled for Thursday night, and Exhibition Hall will be closed, the programme being the progressive euchre party in the City Hall. Many valuable prizes have been offered by exhibitors to be awarded to those securing the highest number of points, and the committee in charge will also see that a suitable booby prize will be available for the one whose score card tallies up most strongly on the wrong side. The prizes to be competed for will be on exhibition in the various booths during the convention.

Adam Taylor, Taylor-Forbes Co., Guelph; T. Keating, Bond Hardware Co., Guelph; Ed. Brocklebank, Arthur; W. J. Bell, Beeton; W. T. Earl, Oneida Community, Ltd., Niagara Falls, Ont.; Mr. Allen, Carborundum Co., Niagara Falls; and J. H. Conover, Martin-Senour Co., Toronto; will be in charge of the card party.

Window Dressing Feature.

Arrangements had been completed by the Executive Committee to bring W. J. Illsey, the expert window trimmer for the J. H. Ashdown Hardware Company, Winnipeg, who served his apprenticeship in the hardware business at Picton, Ont., to Guelph to give an address on construction and arrangement of window displays and to give practical demonstrations in the windows of the Guelph hardware stores. A change of plans, however, has been necessitated by the promotion of Mr. Illsey from his position of head salesman in the Ashdown store at Winnipeg to the position of manager of the retail department of the J. H. Ashdown Hardware Company's branch at Calgary. Mr. Illsey will, therefore, be unable to attend the Guelph convention and a committee composed of E. A. Whitten, Bracebridge; Geo. Mathewson, Toronto; Mr. Black, Bond Hardware Company, Guelph; T. Finteroft, Stanley Mills & Co., Hamilton; S. M. McClung, Trenton, and H. E. Paterson, Drayton, have been asked to arrange special window displays in the Guelph hardware windows and to announce their programme in the Convention Daily of the Canadian Hardware, Stove and Paint Journal.

The Convention Badge.

The Taylor-Forbes Company, whose factory at Guelph is the largest manufacturing industry in Canada, are preparing a novel badge to be worn by all in attendance at the convention. Everybody can have a souvenir ring as a miniature farm bell, made in the Taylor-Forbes plant, is suspended from an attractive ribbon and name plate.

Ladies at the Convention.

As already stated the convention railway rates include the ladies accompanying hardwaremen attending the convention.

An increasing number of ladies are noted each year, and at Guelph, where good private home accommodation can be easily obtained, the number ought to be larger than ever before.

No special programme has been arranged for the ladies, but Mayor Thorp, of Guelph, will see that a trip to the Model Farm and Macdonald Institute will be arranged if the ladies at the convention get together and organize a committee.

All convention meetings, the Exhibition, and, of course, the progressive euchre party, will be open to all ladies in attendance.

Net Year's Convention.

Belleville is, so far, the only place in the running for the 1913 convention, although an application has been made to the military authorities to see if the Toronto armories can be obtained if it is decided to hold the convention in Toronto.

Secretary Wrigley visited St. Catharines, Niagara Falls, and Hamilton in January and not one of the three places have suitable buildings in which to hold the convention and exhibition. Outside of Toronto and Belleville, London and Ottawa are the only possible convention cities in Ontario.

If Belleville isn't chosen the 1913 convention city it will not be President Chown's fault. The Belleville City Council and Board of Trade have taken the matter up and will send a deputation to Guelph to extend an official invitation and offer the use of the big armories, 80 x 175 feet in size, with a lecture room with a capacity of about 300. The Opera House, immediately adjoining the armories, is also available, while

The Walker Bin and Store Fixture Company, Berlin, will display a number of wall cabinets, counters with nail bins, etc., and their display in itself will be worth going quite a distance to see.

In addition, however, the Ontario Desk and Supply Company, Elmira, will exhibit office and typewriter desks, filing cabinets, etc., and the Monarch Typewriter Company, Toronto, will show a line of their machines.

The National Cash Register Company, and the Dominion Register Company, Toronto, will again show their labor and money saving equipment for keeping track of cash sales and charge accounts.

S. F. Bowser & Company, Toronto, and the National Equipment Company, Toronto, will show oil storage systems, while the latter will also show a new electric pump which is certain to attract a lot of attention from retailers in country and suburban districts.

In addition to these displays many hardware and paint manufacturers will exhibit cases or have specially arranged displays of their goods, while some of



THIS HARDWAREMAN DOES NOT BELIEVE IN ATTENDING CONVENTIONS

He waits for buyers of nails and grindstones, and allows the departmental and drug stores to steal away the trade he might get on profitable specialties if he would but "brush up" his store and his methods

just across the road is the well-known Quinte Hotel capable of looking after 200 delegates itself.

Belleville has several hardware industries, the Belleville Hardware and Lock Manufacturing Company, the Belleville Rolling Mills (Steel Company of Canada), and the Lehigh Portland Cement Company. None of them are exhibiting at the Guelph convention, however.

Belleville is 112 miles east of Toronto, as far east as London was west of the Queen City. The G.T.R. and C.N.R. have direct connections with Toronto and the C.P.R. are to build a line during the coming year.

While many hardwaremen from Western Ontario might hesitate to attend a convention at Belleville, the loss would be partly made up by an increased attendance from points in the Eastern part of the province.

STORE EQUIPMENT DISPLAY.

One of the features of the Retail Hardware Exhibition at Guelph this year will be a display of store equipment, such as has never before been seen at one of the Ontario conventions.

the stove and washing machine manufacturers will demonstrate their lines in actual operation.

The hardware exhibition during the convention at Guelph will be a good place to go for selling ideas as well as being an excellent place to place orders for new lines, exhibitors being prepared to ship through any Canadian jobbing house specified by the buyer.

WILLING TO CRAWL TO GUELPH.

I was very sorry that I could not attend our annual convention held at Peterboro last year, but if I can crawl I am going to be in line at Guelph this year. I think every hardwareman in the province should make it a point to attend these conventions as, without a doubt, they are invaluable to every retailer, and every man that attends is always bound to pick out something that will be of material benefit to him in his own business. In this year's convention I hope they will keep the "Question Box" in the limelight, as I think there is where we hardwaremen exchange views, and it is certain to be of benefit to us afterwards.—J. S. Weichel, Elmira.

Subjects for Discussion at Guelph Convention

Heavy losses resulting from neglect to properly care for stock and have a careful system to keep track of tools loaned, charge accounts, etc.

WASTE IN THE HARDWARE STORE.

By R. C. Chown, Belleville

The modern hardware merchant fully realizes to-day that he cannot conduct his business now as he did twenty-five years ago. Business methods are rapidly changing with the growth and expansion of our country, and the expenses of conducting a business are gradually creeping up, while profits are surely but steadily on the decrease. It behooves every one of us, therefore, to look well to the management of our business so as to eliminate all the little leaks which have a tendency to reduce our profits on the year's operations.

There are many little leaks which the hardware merchant should particularly guard against so as to keep his stock in good shape and protect himself from losses occasioned by carelessness in handling stock.

Take, for instance, the display and care of all such goods as razors, scissors, pocket knives, hand saws, carpenters' squares and all other articles of similar nature. These goods should be properly arrayed so as to enable you to serve your customer with as little handling as possible, because it is often found when putting them away that the perspiration from the buyer's hands have left their imprint on these goods, and if not given immediate attention you will find when serving another customer that they are damaged by becoming rusty.

Goods Damaged in Display.

Care should also be taken with goods shown in window so that goods arrayed in the window will not be affected by the sun in the summer and the frost in the winter.

The hardware men have no doubt many instances where goods have been damaged in this way. Case carvers, carpet sweepers, fishing tackle, and other articles placed in the window during the summer months will, when taken out of the window be found to have the lining in carver cases faded, the paint of the carpet sweepers blistered, and the fishing tackle with no life in it and practically useless. Then in the winter cross-cut saws, axes, hockey skates, silverware, etc., will become rusty or lose its brilliancy if the best of care is not taken to prevent damage to the goods.

Have all Goods Properly Marked.

Money is also lost every year by not having all goods properly marked so that every salesman in the store will know exactly what they are worth without looking up invoices and inquiring the price while the customer stands waiting to be served. This is bad policy, as it gives a bad impression to the customer of your methods of doing business.

Another problem that confronts the retailer is to be posted on all the goods in his store and the location of each article so that sales will not be lost through carelessness and goods overbought while stocks are stored away in some other department.

Many sales are lost every year by seasonable goods not being brought to the front and properly displayed where customers will be sure to be reminded of them. This is the policy adopted by the large departmental

stores and there are many lessons along this line we can learn from their methods of doing business.

These are some of the methods we should endeavor to watch closely so that our losses can be reduced to a minimum, our profits made larger at the end of our year's business, and our reputations as business men stand high in the community.

INTERCHANGE OF IDEAS GOOD.

By E. W. Brocklebank, Arthur

Meeting with hardware dealers in nearby towns and getting acquainted with them has the tendency to reduce price cutting, for, as we know each other better, there is not the same feeling that other dealers are opposition, but friends, and all in the business to make a fair profit.

The interchange of ideas in doing business is a great feature of the convention. No two men do business exactly the same and each can give the other experience that is helpful.

The question box properly taken part in by all imports information and ideas that could hardly be gained otherwise.

The Hardware Exhibition is a feature that must appeal to all as being very helpful. The new lines on the market for the hardware dealers are nearly all there, and in no other way can we see them and have the opportunity of examining them and of learning the good or bad features of them to such advantage as at our convention.

I have never met a dealer who attended any of our past conventions but wanted to go again.

GET FRIENDLY WITH YOUR COMPETITOR.

By F. W. Otton, Barrie

Hardware retailers can derive many benefits by attending the Hardware Convention at Guelph, and the meeting of your competitor and getting intimately acquainted, is to my mind worth the price of admission—the expense and time taken to attend the convention. You get to know your competitor and he knows you, and if you make up your mind to be courteous and friendly with him, it does you both good. You get ideas from one another and you ultimately arrange to help one another in many ways.

The hardware dealers from Stayner, Penetang, Elm-vale, Bradford and similar towns should attend the convention at Guelph, where they will have an opportunity of visiting one of the largest hardware factories in Canada, and this in itself will be a great education, as we can see how many of the lines we sell from day to day are manufactured.

SHORT-WEIGHT SASH WEIGHTS.

We have had a great deal of trouble with our sash weights, and the trouble recently seems to be on the increase, writes E. M. Moore, of the Barrett Hardware Company.

The manufacturers are not at all careful to produce weights that run close to the marked weights. Prices

are rather low, but they have been lower, and we do not think there is any excuse for any manufacturer sending out a 14-pound weight that only weighs 12 pounds, a 5-pound weight that weighs 4 pounds, or a 10-pound weight that weighs 7½ pounds, and we think there should be a little agitation among manufacturers of weights on account of this deficiency.

We do not think the manufacturers realize the trouble caused by sending out weights of so much variation. It is hard to handle sash weights in a retail way, and when a sash weight goes out on a job and will not carry the sash, the man that is doing the work is angry, and the contractor is angry, and then after a while the dealer gets provoked at the man that made the weights.

We give you below a memorandum of the weight of some sash weights that have been received lately from United States manufacturers which will explain this matter further:—

30—5 lb. weights weigh.

4—4 lb. 9—4½ lb.

1—3½ lb. 12—4½ lb.

4—4¾ lb.

Total 130 lb.—20 lb. short.

30—10 lb. weights weigh.

1—7½ lb. 6—9 lb.

1—7¾ lb. 4—9¼ lb.

6—8½ lb. 8—9½ lb.

3—8¾ lb. 1—9¾ lb.

1—10 lb.

Total weight 270½ lb.—29½ lb. short.

30—14 lb. weights weigh.

1—12 lb. 9—13½ lb.

4—12½ lb. 5—14 lb.

2—12¾ lb. 2—14½ lb.

6—13 lb. 1—14¾ lb.

Total weight 401 lb.—19 lb. short.

Editor's Note.—Complaints have been heard recently of short weight on sad irons, cobblers' sets, and other articles of hardware. The whole subject could be discussed to advantage at the Guelph convention.

LOSSES IN THE CREDIT DEPARTMENT.

By W. F. Macpherson, Prescott

The credit department is certainly responsible for steady losses, which, without eternal vigilance, are bound to occur. These happen through:—

(a) Failure to charge goods.

(b) Not marking on sales slips, by whom procured, and when settlement is promised, when a stated agreement is made, which is necessary to prevent disputes.

(c) Through neglect to collect small accounts promptly, as they are generally contracted by people who will not come back, as long as they owe the account, and spend their cash somewhere else.

(d) Through not having enough backbone to refuse credit to the class of people referred to, and hold them as cash customers.

In the stock department I would like to have discussed in the Journal or at the convention, losses in handling oils, breakage in window glass, storage of axe handles and fork handles to prevent warping and rendering same unsaleable, etc.

Another loss is made by many, in the desire to increase the volume of sales, at the sacrifice of fair profits. In this connection I would like to have the views of members as to advisability of making leaders out of such staple lines as nails, glass, horse shoes, etc.

If sufficient time can be given to this feature, it will surely be an education to each and every member present, and I hope to see a bumper convention.

KEEPING CHECK ON GOODS CHARGED.

A subject that ought to be taken up for discussion at our convention is the problem of keeping check on goods going out that are to be charged. In conversation with Mr. Morgan, of the Peterboro Hardware Company, in their store, he remarked that their losses were quite heavy through the neglect of clerks to charge goods, and I opine that most hardware dealers are up against the same hardship.—W. J. Carter, Picton.

SHOULD BEAVER BOARD BE STOCKED?

A. M. Watt, of Watt & Bate, St. Catharines, would like to know what experience other hardware men have had with Beaver board. He has made a number of sales but hesitates to put in a stock as each job calls for special sizes, and unless a very large stock is carried the sizes wanted would have to be secured on special order. Customers are well pleased with the material for partitions in residences, club houses, factories, etc., and the trade is increasing.

PEN DROPS FROM MEMBERS.

"The writer cannot fail to attend the Guelph convention this year as he is going back to his own county."—W. D. Dewar, Dewar & Ryan, Pembroke.

"I'll have to miss this year's convention. I'd like to come again but it's my partner's turn so Mr. Bate will represent us."—A. M. Watt, Watt & Bate, St. Catharines.

"I'll be down at Guelph all right, but not for the whole convention as I want my clerk to get some of the benefits, and we will divide the time between us."—F. E. Hendershot, Mt. Forest.

"I hope to have the pleasure of attending the convention at Guelph, and think it is up to every retailer in the hardware business to attend same. The last two conventions I attended were very profitable to my clerks and myself."—Frank A. Child, Cochrane, Ont.

"Am planning to be with you this year and hope to see a whopper attendance."—A. R. Dundas, Cobourg.

"I may not be able to come to Guelph on account of my County Council duties, and if so this will be the first convention I have missed since the beginning. I thoroughly enjoy the meetings both for the pleasure and the business standpoints."—A. E. Bottum, Bobcaygeon.

R. Hawkins, Sudbury, when renewing his membership in the Association for 1912, enclosed a dollar for the membership of C. F. Ready, salesman in his store.

"One of our firm will, as always, be at the convention."—Sylvester Bros., Stouffville.

James Purvis, Sudbury, one of the Association's pioneer members, expects to attend the Guelph convention. "Unless the district idea is carried out," writes Mr. Purvis, "the Association is of little use to New Ontario dealers. Our business is as distinct from the hardware business of Southern Ontario as it is to the business of an English ironmonger. About all we can do is to meet you more favored fellows and have a good time."

Guelph's Hardware Stores

*Something About the Men Who Run Them
and Some of the Methods They Employ*

The Bond Hardware Company, or as it was then known, John M. Bond & Company, was founded by the late John Martin Bond in 1868. The business was successful from its inception and soon a large business was built up reaching from Guelph northward to the lakes. In 1905 it was decided to form a joint stock company with Mr. J. M. Bond as president, W. G. Bond, first vice-president; T. A. Keating, second vice-president; J. S. Millar, Secretary-Treasurer. In the year following Mr. J. M. Bond died and W. G. Bond withdrew from the business.

A new company was then formed, D. T. Symons of Toronto becoming president, T. A. Keatinge, vice-president and manager; J. S. Millar, Secretary-Treasurer, and W. G. Howell came in as manager of the retail department.

The company does a large wholesale business in shelf and heavy hardware covering all the central and northern parts of the province with a corps of energetic travellers.

In view of their increased business, about a year ago the executive officers decided to take over the entire block occupied jointly by them and W. J. Thurston, shoe dealer, thus doubling their floor space. They tore out the dividing walls, replacing them by steel beams supported by massive iron columns and put in an entire new front, bringing the entrance to the centre of the store with a pair of magnificent show windows on each side fronting on three streets.

These windows are a feature of the store and will be of interest to all visitors at the convention.

In the retail store the entire north side is covered by a handsome quarter cut oak cabinet containing over seven hundred drawers and is devoted entirely to tools and general shelf hardware.

In the centre of the store is the cutlery and silverware department. Back of the cutlery department are the sporting goods and the south side is given over to nickel and brass goods, enamelled ware and general household hardware.

Back of the store proper are the spacious offices on one side and on the other the paint and varnish department, where a complete stock of ready mixed paint, varnishes and stains is kept.

This firm also makes a specialty of oilcloths and linoleums, and a special section fronting on St. George's Square and forming an arcade into the main store is filled entirely with these goods. The feature of this department is the manner in which the linoleum is displayed, heavy iron racks lining the walls, in each of which eight or ten rolls is carried, making for economy of space and at the same time displaying the goods to best advantage.

The three upper flats are devoted to the wholesale end of the business, and are filled with an immense stock of all kinds of general hardware and carriage goods.

In the rear is the iron house, where a heavy stock of all kinds of bar iron and steel is carried. They also have two large warehouses on Cork Street stocked with carriage woodwork, iron pipe and cement.

The company extends a cordial invitation to all visitors to the convention to inspect their store and to make use of their premises and office facilities in every way.

* * * *

H. Occomore, stoves, tinware and kitchen hardware, came to Guelph from Toronto 12 years ago and worked

as a mechanic. Eight years ago he purchased his present business and in that time has worked up a large and profitable trade. He attributes his success to giving good value for the money received and giving everyone a square deal. The "one price" system is the rule in Mr. Occomore's store. "If you sell one man a stove a little cheaper than to another, you are bound to get into trouble in many ways," said he.

Mr. Occomore does a large tinsmithing trade, and, unlike a lot of other hardware men, makes it pay; in fact he regards it as the best paying part of his business. He gives the department very close attention and sees that his men are all kept going. If work is slack at any time, he sets the men at odd jobs, such as making elbows, etc. He has a system of checking the men's time and work whereby he can tell in a moment when he is losing money.

A new five-year lease of the store has just been closed and with it he secured the lease of the flat above it, thus doubling his floor space. This upper flat will be used as a store room and show room for fire places, grates, andirons, etc., into which business Mr. Occomore expects to launch in the near future. There are four large windows in this upper flat, insuring plenty of light. A platform will be erected on a level with the sills, which will permit of excellent displays being made.

Mr. Occomore handles a line that other stove men could sell with profit. As most of his business is done with ladies, he has laid in a stock of willow baskets and sundries and states he has a good sale for them.

The big feature of Mr. Occomore's store is the new windows he has recently put in the front of the store. This was done just after the Christmas rush was over. Formerly the windows extended right to the ceiling. Now, however, he has put in a platform about four feet from the top and is thus enabled to use a lot of space that was formerly going to waste. Then, too, the windows have been moved back further, giving more room. Although the glass is really one sheet, a strip of wood has been run along on the outside, on a line with the platform, to give it the appearance of being two separate panes. A raised platform, oak finish, and sloping down towards the edges, has been put in each window. The interior walls of the window are sheeted with Paroid roofing in the natural finish and panelled off with oak strapping giving a very good effect.

The windows from the platform down are cased in with murenese glass and a sliding sash, sufficiently large to permit the entry of a stove or a refrigerator has been put in.

To ensure perfect ventilation holes have been made at the base of the windows on the outside through which the cold air comes up from the outside. Then a small pipe leading to the room above, has been installed, which keeps the window interior always cold, thereby insuring windows free from frost.

Two transoms which were formerly above the doors have been taken out and put out to the street line thereby making the upper deck a continuous straight front from side to side.

An interesting feature which hardware men would do well to adopt is a device Mr. Occomore has installed to turn off his outside light automatically at a certain time each night.

* * * *

G. A. Richardson, one of the oldest hardwaremen in the city, knows the business from A to Z. He learned the business with the late Mr. A. McBain, remaining with him for five years. He then went on the road for

the Guelph Carriage Goods Company and after four years of this work started in the retail business on his own account in 1885. Ten years later he moved into his present store.

A general line of shelf hardware, paints, cutlery and sporting goods is carried, and quite a large trade is done with farmers, particularly during the binder twine season.

Mr. Richardson uses every available space for display purposes and is a great believer in the use of silent salesmen, having several in use in the store. A little shelf projects from under the counter one side of the store on which can be made effective displays of food choppers, sad irons, etc. On the other side hooks have been put in from which are hung brush brooms, etc.

A few years ago, Mr. Richardson ripped out the

and repair farm implements and make and repair farm waggons.

The carriage end of the business is under the supervision of Mr. George Penfold, and here everything in the line of waggons, from a wheelbarrow to a hearse is made. The repair trade runs into large figures.

Mr. Samuel Penfold is in charge of the retail hardware department, but being an alderman on the city council, he is away from the store a good part of the time, and the bulk of the work falls on his son, Herbert.

At the back of the blacksmith shop is a large carpenter shop in which all the machinery is run by electric power. The upstairs is occupied by the paint shop and as a store room for surplus hardware stock.

* * * *

McCormack & Robinson started in the stove busi-



Store front of H. Occomore & Co., Guelph. Note the striking effect of the upper platform

counter on one side of the store and put in sliding glass door and shelving. In this he displays his silverware. Not many retailers have adopted this plan, but as it displays the articles to good advantage and also adds greatly to the appearance of the store, it could well be followed. Mr. Richardson at first thought of putting it in along the same lines as a silent salesman but believed it better to have it opening from the front than from the back.

* * * *

Messrs. George and Samuel Penfold started in the carriage making business in Guelph 31 years ago, and five years later added a line of farm implements. In order to buy their carriage hardware cheaper, they decided to go into the retail hardware business, and 15 years ago put in their first stock. They now do a large farming trade owing to the fact that they handle

ness in Guelph in 1900. Two years ago Mr. Robinson quit the business, but the firm name remains unchanged. Mr. McCormack has worked in the stove business since he was knee high to a grasshopper, starting first with Richard House, St. Catharines, Ont.

In the 11 years the firm has been in business 1,100 stoves have been sold.

Besides the stoves, kitchen utensils are handled, and a large business is done in sheet metal work. The firm has handled several large contracts in this line, one of the latest being the work on a new school. Two gangs of men are constantly employed—one bunch in the workshop preparing the material and another on the job.

Warm air furnaces are handled and Mr. McCormack is also agent for a vacuum cleaner.

Hardware Exhibition at Montreal

Big list of Exhibitors for first attempt—Ontario Hardwaremen to hold Meeting on Leap Year Day at Montreal Exhibition—A big Convention of Quebec Retailers expected.

A meeting of the Ontario retail hardwaremen in attendance at the Hardware Convention at Montreal, February 27 to March 1, will be held on Thursday, February 29 (Leap Year Day).

The suggestion was made that as many Eastern Ontario hardwaremen who have not attended any of the Ontario conventions will probably take advantage of the low railway rates to Montreal to attend the Hardware Exhibition in that city, that the Ontario Association should send a delegation to attend the Quebec convention and hold a meeting of the Ontario retailers present.

The delegation to be sent will be named at the Guelph convention, but Eastern Ontario hardwaremen who cannot attend the Guelph convention are urged to visit the exhibition at Montreal, and attend the meeting of Ontario retailers in the 65th Regiment Armouries at Montreal, on Thursday, February 29, at 2.30 p.m.

There will be some special features in connection with the Montreal exhibition which all hardwaremen who cater to the building trades will be particularly interested in, while there are also some very fine hardware and paint factories at Montreal which are well worth paying a visit to.

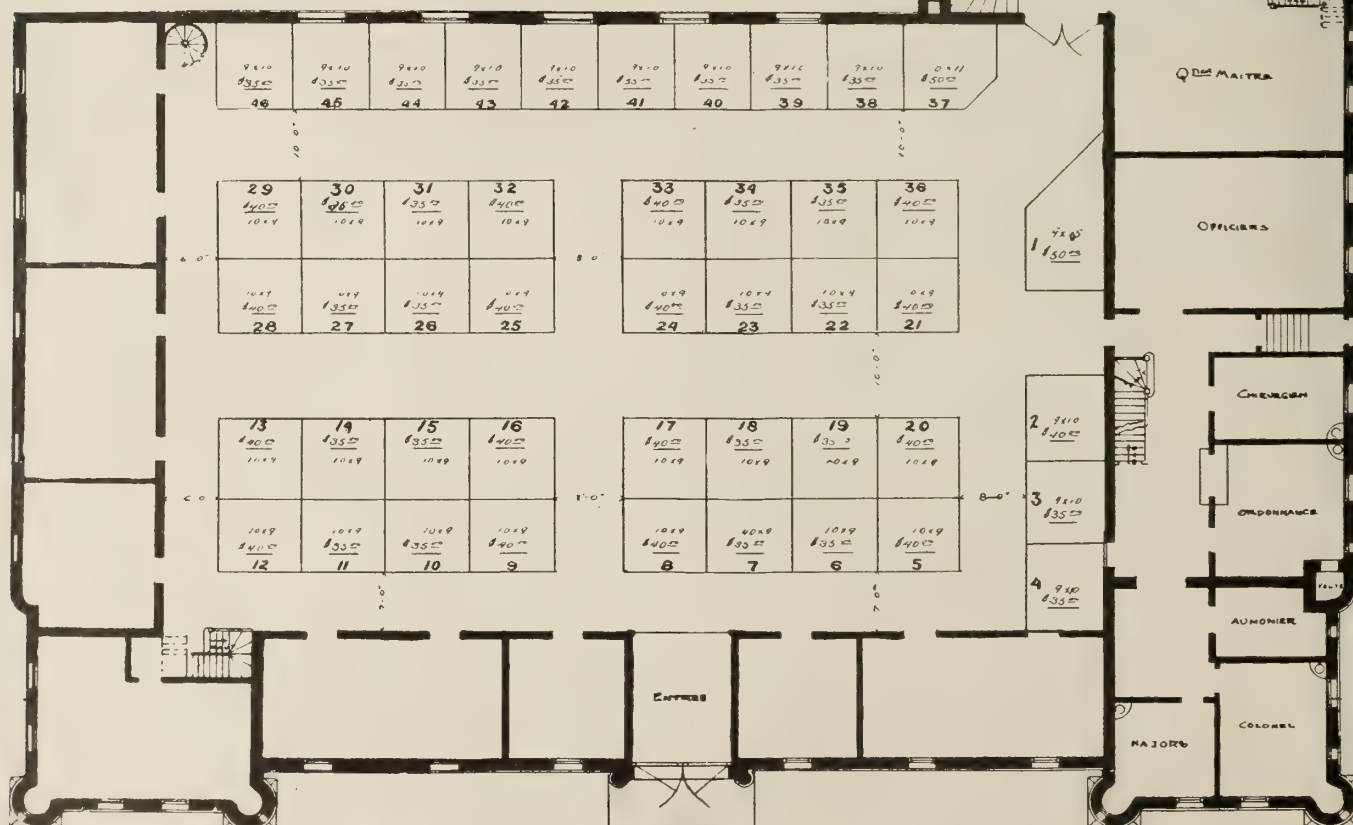
List of Exhibitors.

The list of exhibitors at the Montreal Hardware Exhibition is as follows:

5. Stanley Rule & Level Co., New Britain, Conn.
6. Pike Manufacturing Co., Pike, N.H.
7. Edward Lloyd, Ltd., Montreal.
8. Stinson-Reeb Builders' Supply Co., Montreal.
9. Cummer Doswell, Hamilton.
15. Onward Manufacturing Co., Berlin.
16. Carborundum Co., Niagara Falls, N.Y.
17. Pratt & Lambert, Buffalo, N.Y.
18. Thomas Davidson Co., Ltd., Montreal.
19. The Corbin Lock Manufacturing Co., New Britain, Conn.
20. Canadian Shovel & Tool Co., Hamilton.
21. Brandram-Henderson, Ltd., Montreal.
22. Paterson Manufacturing Co., Montreal.
23. Smith Hardware Co., Ltd., Montreal.
24. J. Wiss & Sons, Newark, N.J.
25. Gillette Safety Razor Co., Montreal.
26. Tobin Arms Manufacturing Co., Woodstock.
28. Brantford Roofing Co., Brantford.
29. Martin-Senour Co., Montreal.
32. Gendron Manufacturing Co., Toronto.
- 33, 34. National Acme Manufacturing Co., Montreal.
35. Shurly & Dietrich, Galt.
36. Dunlop Tire & Rubber Co., Ltd., Montreal.
37. Stratford Manufacturing Co., Stratford.
- 38, 39. David Maxwell Co., St. Mary's.
40. Standard Sanitary Co., Toronto.
- 41, 42. Taylor-Forbes Co., Montreal.
43. R. S. Muir & Co., Montreal.
45. Alex. Bremner Co., Montreal.

Montreal Hardware Trades EXHIBITION

February 27th. 28th. 29th. and March 1st. 1912



Special Railway Rates.

An attendance of about 200 Quebec retail hardwaremen is expected and arrangements are being made with the Eastern Canadian Passenger Association for special railway rates on the convention certificate plan. The low rates to Montreal will be available from any point in Ontario, Quebec or the Maritime Provinces, the probable rate being fare and one-third. Ask for a convention certificate and buy a one-way ticket to Montreal. A return ticket will then be given at the reduced rate secured.

Convention Programme.

Secretary Beaudry reports that an interesting programme is being arranged for the retailers who attend the convention, the French-Canadian retailers being always alive to their interests in legislative matters.

And with Fred C. Lariviere available there should be a "Question Box" discussion, instructive alike to both English and French speaking hardwaremen.

The presence of the delegation representing the Ontario Association, and the meeting of the hardwaremen from Ontario on Thursday, February 29, will also help in making the convention programme more interesting than in any previous year.

The Exhibition an Attraction.

As at the Ontario conventions the visiting retailers are to be given ample time to inspect the displays made by the various hardware manufacturers in the Exhibition Hall and to make purchases of the special lines and new goods shown in the different exhibits.

The Taylor-Forbes Company, Guelph, are to supply several hundred badges for the Montreal convention, similar in design to those worn at the Guelph convention.

GRAND TRUNK CONNECTIONS TO GUELPH.

The Grand Trunk Railway is advantageously suited to offer the best possible train service to hardwaremen attending the convention at Guelph, February 19 to 23, under the auspices of the Ontario Retail Hardware and Stove Dealers' Association.

Guelph is on the main line of the Grand Trunk between Toronto and Sarnia and no changes have to be made at junction points. Besides the new Grand Trunk depot at Guelph recently put into service, is situated just across the road from the City Hall, where the convention is to be held.

Cafe and dining car service is also given on practically every main line train passing through Guelph so that time can be saved and passengers can eat breakfast or supper on the train instead of trying to secure a meal at a hotel in Toronto while making connections. Special cars will also be put on Grand Trunk trains for the convenience of those going to and returning from the Guelph convention.

Connections From Eastern Ontario.

Passengers arriving at Toronto from Brockville, Gananoque, Kingston, Belleville, Cobourg, Port Hope and intermediate stations at 6 a.m. and 7.30 a.m. can leave for Guelph at 7.00 a.m. arriving at Guelph 8.38 a.m., also leaving Toronto 8.55 a.m. arriving at Guelph 10.48 a.m.

Passengers arriving at Toronto at 9.40 a.m. may leave Toronto 1.00 p.m. and 3.40 p.m., arriving at Guelph at 2.50 p.m. and 5.40 p.m. respectively. Those arriving at 4.30 p.m. may connect for Guelph at 5.00 p.m. arriving at Guelph 6.27 p.m., or leave Toronto

7.00 p.m. arriving at Guelph 8.48 p.m. Those who would not be able to arrive in Toronto until 10.00 p.m. may leave at 11.00 p.m. arriving at Guelph 12.55 a.m.

From Northern Points.

Passengers arriving from Midland, Port Hope, Peterboro or Lindsay at 12.10 p.m., 5.45 p.m., 9.20 p.m., or 10.25 a.m. could make connection with various trains leaving Toronto mentioned above.

Passengers arriving at Toronto at 7.30 a.m., 10.10 a.m., 3.10 p.m. and 7.55 p.m. from North Bay, Burk's Falls, Huntsville, Gravenhurst, Orillia and intermediate stations may also make connection at Toronto as outlined above.

From the Niagara Peninsula.

Passengers arriving at Hamilton at 8.45 a.m., 10.50 a.m. and 8.50 p.m. from Buffalo, Niagara Falls, St. Catharines, etc., may leave Hamilton for Guelph 8.20 a.m. arriving Guelph 10.43 a.m.; leave Hamilton 3.33 p.m. arriving Guelph 6.00 p.m.; leave Hamilton 7.15 p.m. arriving Guelph 10.05 p.m., and leave Hamilton 9.08 a.m. arriving Guelph 2.35 p.m.

Passengers arriving from Stratford and western points can arrive at Guelph 5.54 a.m., 8.38 a.m., 10.48 a.m., 3.10 p.m., 5.55 p.m., and 8.20 p.m.

Tickets will be on sale at all G.T.R. stations from February 15 to 21 good to return up to February 27. Unless a convention certificate is obtained from the local agent from whom the ticket is purchased, however, the single fare rate guaranteed if 300 or more certificates are presented will not be obtainable.

EXCELLENT C.P.R. SERVICE TO CONVENTION.

The annual convention of the Ontario Retail Hardware Association this year will be held at Guelph, and a large attendance is expected of members from all parts of the province, as this year's convention promises to be the most successful in the history of the Association.

The C.P.R. will issue tickets on certificate plan on account of the Retail Hardware Association as heretofore. Delegates must purchase one-way first-class tickets and procure with same standard certificate which must be signed by the Secretary and presented to the ticket agent at Guelph, who will issue return transportation in accordance with certificate plan arrangement. Dates of sale will be February 15 to 21, and will be good to return until February 27.

Trains leave Toronto via C.P.R. for Guelph at 7.20 a.m., 8.00 a.m., 4.30 p.m., 5.45 p.m., and 7.20 p.m., arriving 9.58 a.m., 6.23 p.m., 8.00 p.m., and 9.30 p.m. Returning trains leave Guelph 6.40 a.m., 9.26 a.m., 2.00 p.m., 4.42 p.m., and 7.15 p.m., arriving at Toronto 8.50 a.m., 11.35 a.m., 3.55 p.m., 6.45 p.m., and 9.30 p.m.

After the close of the convention it is likely a number of the delegates will desire to attend the convention to be held at Montreal on February 28, 29 and March 1, and by travelling C.P.R. they can leave Guelph at 7.15 p.m. arriving at Montreal the following morning at 8.05 a.m., or they can leave Guelph at 9.26 a.m. arriving Toronto at 11.35 a.m. and connect with train from Union Depot to Montreal at 10.30 p.m., or from North Toronto to Montreal at 10.00 p.m.

All through trains are equipped with electric lighted sleepers, and the service from North Toronto has electric lighted sleepers and compartment cars running through to Montreal and Ottawa without change, affording the highest excellence in train service.

Business and Store Management

HARDWARE BUYING PRINCIPLES.

By Fred Kansteiner.

How often we have heard: "Goods well bought are half sold." Just as often we have asked ourselves, "Is this true?" And the answer came back always the same, Yes! No!

It is true of standard brands, bought at market prices, in such sizes, styles and quantities as suits our trade.

But it is not true of new goods, new styles, or new sizes, unfamiliar to our trade or the community in which we are located.

There are five principles that a buyer must always bear in mind—namely:—

1. The merit of an article.
2. Is there a demand?
3. If no demand, can such be created?
4. And the most important one—Quantity.
5. Speculative buying.

For a better understanding of the subject we will consider these principles in their numerical order.

This requires on the part of the buyer a practical knowledge. He must be able to determine as to whether the article offered is as good or better than one already in stock or sold by a competitor. If higher in price, is it really worth the difference, as, for instance, painted and galvanized screen wire cloth?

This calls for a thorough acquaintance among the trade and community; he needs must know the wants of his customers and their tastes. For what will sell in one city will not sell in another, or even in another part of the city.

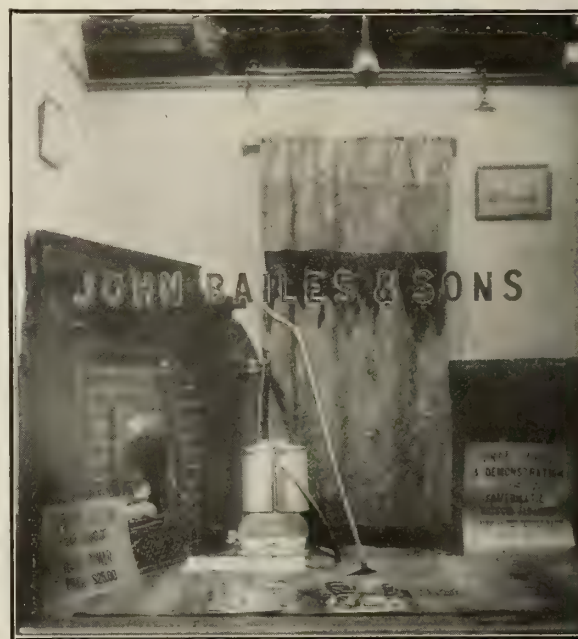
This, you no doubt will say, belongs to the selling force; and so it does, to a large extent—especially in the larger stores where the buying and selling force are two distinct forces, and yet even here the responsibility largely rests on the buyer—for it is he that must put before the selling force the merits of the article and plan and devise the schemes needed to place the article before the public; he and he alone must know whether such a demand can be created as will make the selling of the article profitable either in itself or through its being a trade that will sell other and more profitable lines.

Here we come to the great stumbling block and pit-fall of the retail merchant, for often goods overbought destroys profit and fills our shelves with dead stock, while underbuying, especially of seasonable goods, leaves us without stock to supply the demand. In goods of standard make and goods of every-day consumption, this does not cut much figure, for if overbought they can be disposed of in course of time, and if underbought you can replenish. But of new lines and seasonable goods, it is entirely another proposition. In seasonable goods, I have always found it a good plan to keep a record of the purchases of the preceding years and closely watch how the line is moving. If demand is good and increasing from year to year, it is a safe deal to buy and the beginning of the season

to buy as much as has been sold the preceding year. But if demand is decreasing, due either to changed conditions or styles, then it is wise to buy only in such quantities as can be surely disposed of; for it is a long way more profitable to lose the sale of 1-6 dozen than to carry over 2 dozen.

Speculative Buying.

By speculative buying, I mean anticipating our wants, 3, 6 or 9 months ahead, when market prices are low and prospects of advances are in sight. This is a risky proposition, and one no merchant of limited capital should indulge in, for frequently he will strain his credit and tie up money that could be used to better



How Bailes & Sons, of Oshawa, pushed the Vacuum Cleaner business

advantage in discounting invoices on short order buying.

There was a time when speculative buying could be indulged in by the average merchant both safely and profitably. But such is not now the case, for with the metal industries and all other raw materials in control of trusts or combinations, one has not ground upon which to base his judgment relative to advances or declines. Witness the action of nails, screws, butts, poultry netting, etc.—all declining during the last year, yet in the face of advances of raw material. While linseed oil advanced to a point higher in December than it has been known for twenty years, and this in the face of a good crop of flaxseed.

It has ever been my custom to speculate, except on nails, wire and screens, and then, and only then, when I felt that the price was rock bottom, and I had business in sight where I could dispose of my stock quickly when prices had advanced.

Let us discuss the question: "When are goods well bought? Is it price? Is it quantity? Is it quality, or is it all three?" I think I hear you say, "All three." For what would our extra 10 per cent. amount to, if we had to buy 20 dozen, to get it and perhaps only be able to sell ten dozen in a year? What would it profit us to buy five dozen, thereby getting the exclusive sale, only to find our competitor with a similar line which he could sell 10 per cent. cheaper. Why should we buy a high class hammer to retail at 60 cents when our trade demands a hammer at 35 cents?

Price, quantity and quality should all be considered—and happy is the buyer who can strike all three right.

This brings us down to the final thought—the one cardinal principle, that must always govern a successful buyer: Judgment; here is the kernel in a nut-shell. For he who only follows his good judgment will be a successful and profitable buyer, while he who is governed by the purchases of his competitors or by statements of wily salesman, as to what they sold in other stores or cities, will sooner or later find himself on the rocks of destruction.

In conclusion, let me give you a few buying rules:—

First—Be sure the article offered has merit, either in quality or usefulness.

Second—That there is a demand, or that a profitable demand can be created.

Third—That the price is such as will allow you to place it before your trade at a reasonable and useful price and yet net you a living profit.

Fourth—Never buy a large quantity of a new thing just for the sake of exclusive sale, for you can never sell everybody in a community anyway, so it is better to buy in small lots and let your fellow merchant get a little profit, too.

Fifth—When you have tried out a brand or line and it has proven successful, stick to it.

Sixth—Don't forsake your old friends for new, just because you are offered nails five or ten cents below market; for you can rest assured that this is not prompted by benevolence, but simply is a bait.

Seventh—Buy manufacturers' brands, and be happy.

GETTING AFTER VACUUM TRADE.

John Bailes & Sons, Oshawa and Cobalt, Ont., are hardware merchants who believe in going out after business instead of waiting for it to come to them. They handle a complete line of hardware; in fact their motto or trade mark is: "If it's hardware, we have it."

This firm recently started to handle sliding furniture shoes and the "Triumph" electric vacuum cleaner, two lines manufactured by a Berlin, Ont., firm. "These are two lines," said Mr. Frank Bailes, "that the hardware trade cannot well afford to overlook. They command the attention of the very choicest trade in any town or city, with the result that sales are nearly always on a cash basis, or practically so. Moreover they pay the retailer a handsome profit, and while they need to be shown and advertised in order to obtain the best results, our experience with them has been such that our net profits on our 1911 sales on these lines amounted to considerably more than those on many other lines we handle, and that demand much greater investment. They sure are trade winners."

During Christmas time the firm made a window display of vacuum cleaners and advertised the line in the town papers. They did not stop here, however,

but selected a list of the most probable purchasers in the town. As this machine retails at \$125, the list had to be a select one. When as good a selection as possible had been made, one of the members of the firm would call on each person, expound the good points of the machine and give an actual demonstration of its work.

"The time we spent in this work was well spent," said Mr. Bailes, "for, as a result of a short canvass, we sold five machines. On each one of these we made a margin of \$25. A few days spent in intelligently pushing this, or a similar line, will net any dealer more actual profit than many weeks of hard labor in selling other lines he is compelled to handle."

Another incident showing that it pays to go out after business was related by Mr. Bailes. A short time after he started handling furniture shoes, he decided to call on the McLaughlin Carriage and Motor Car Company in his town and solicit an order to equip all their office furniture with these articles. He was successful, and as the office is a large one and contains a lot of furniture, the order ran into quite a nice sum.

GETTING AFTER BUSINESS.

W. F. McPherson, Prescott, Ont., who has one of the most compact hardware stores in Eastern Ontario, as will be seen in the accompanying picture, recently secured an order for brass tags for equipping all the



The well arranged interior of W. F. McPherson's store

rooms in the local hotels. In conversation with one of the hotel men, Mr. McPherson learned that he required tags to be attached to his door keys. On inquiry, Mr. McPherson learned that brass tags could be secured from a stamping works in Hamilton and, after securing an order from the first hotel man, he canvassed the others, with the result that several additional orders were secured.

Mr. McPherson makes it a point to change his window trims regularly each week and believes that a neatly-arranged store and an attractive window display is one of the best advertisements a retail hardware man can have.

Mr. McPherson adopted as one of his New Year resolutions, the following:—

"Count that day lost,
Whose low descending sun
Sees goods sold at less than cost
And business done for fun."

Window and Newspaper Advertising

Do You Value Your Store Front?

By W. S. French

What are your show windows for?

Why do you pay a high rental for every foot of street frontage?

Do you believe in clean-cut store front with the all-glass effect.

Do frosted windows in winter help your display and eventually sell your hardware?

Do you consider dust-covered show window displays in summer pleasing?

Do broken plates in your store fronts pull business?

Do you particularly enjoy the annual expense of painting your front with the ultimate result of tearing it out and installing anew?

Shall I answer for you? It would be no difficult problem realizing the wonderful power of a modern store front I fully understand your view-point.

The subject of trade pulling store fronts is comparatively new. Only a few years ago, and even to-day, it is true with the merchant who is asleep on the job, the front served simply to let in a little light and to keep out the rain and cold. Your grandfather did not have an attractive store front, but yours must be.

Individuality.

You are exerting every means to bring business to your door—you're trying to make your store attractive, and sightly. Special prices are offered, exclusive of improvement and development, only material of the highest quality can be found upon your shelves and many other features distinguish your store from that of your competitor.

And, after all, each merchant strives to accomplish the same thing—Individuality.

Granting that these different points can be assembled into the one word, the one result, individuality, tell me how you can better accomplish this than by an attractive, modern store front.

Isn't it your ambition to prevail upon passers-by to step inside your store? Once they are inside the door it is then simply up to your salesmen and your merchandise to make the sale. All you can possibly ask of your store front is to show them your merchandise in such a way as to sufficiently interest the people to learn more about it, or, better still, to step inside and investigate.

True, many sales are all but consummated right in the window, but it is hardly fair to expect that in every instance. If your show windows gain and hold the attention of passers-by long enough to let the subject "soak in," then they are working for you in the proper way.

Clear Windows in Winter.

Without a doubt you have done some experimenting with your show windows to prevent the glass from frosting and sweating in winter and without success. This seems to be the universal opinion—drill holes at the top and bottom of the glass and you will solve the

problem. The idea is good as far as it goes, but by close observation and specialized study into this subject, this method of prevention has been found to be most ineffective.

"WHAT'S IN A NAME?"

Comparisons are always interesting and when worked into a window display with a little humor, even the most dignified can't seriously object. This is what the Doolittle Bros. Company, Painesville, Ohio, accomplished when they put in a window that made a play on words.

"What's in a name?" the card in the window read and below was shown a coil of rubber hose, one pair of



Unique Window Trim of Carpenters' Tools of the Ross Hardware Co., Ltd., Moose Jaw

men's hose, two garden hoes; also a paper file and an ordinary mill file; a horse bib and a baby's bib; a door check and a bank check; pieces of cut glass and pieces of window glass; bachelor buttons and door buttons; mariners' compass and a pair of winged dividers; clothes wringer and hog ringers. There was also shown a door knocker with a card which read "We hope there are no other knockers in Painesville." A grindstone crank bore the inscription "Are there any other cranks in Painesville?"

VALUE OF A PAINT DISPLAY WINDOW.

Windows that are dressed in one article and one line of goods style are the windows that make the money, for they are always carefully watched by keen buyers, says an authority.

There is no stock that makes up a better window display than paints. It is very easy to adapt it to the valuable suggestion above. With paints it gets its chance to talk straight to the public.

While it is true the window cannot always be given up to this line, yet it is an extensive one and it should be given every other change for one branch of the line or another, because there is such a variation.

Remember, there is no landlord living who would knock off a penny of rent because your window did not pay. Therefore, the only way to make that penny is to increase the usefulness of the space. Too many clerks and merchants are dead to the window display idea. The large department stores spend a thousand dollars a week just for a window setting that will only

up his mind that he will try so and so, there is the door at side of window for him to enter, whereas on an average there is ten to thirty minutes' walk between the newspaper reader who has made up his mind to try the article advertised and the door, which in many cases is never reached if the reader passes that of a competitor."

USE YOUR WINDOWS.

You would not rent a store and let it lie vacant if you knew how to utilize the space so that it would make money for you, and yet how many men in business fail to take advantage of the opportunity which is open to them to make a profit from their store windows.

You are paying rent or taxes on your store front, just the same as you are for other portions of the building, and you ought to get full value on your investment. Make your windows talk for you, to get in people who perhaps otherwise would not enter your store.



A striking display of Christmas Goods in the store of the Bond Hardware Co., Guelph

be used once and then thrown away. They also regard the value of a dressed window so highly that many dress their windows after midnight. With those who use extra large plate glass windows, where the risk of breakage is great, the merchants has in storage several extra polished plates, so in case of breakage the window will not be out of service beyond a few hours. In other words, they regard the window display as one of the most valuable things around the store.

Smart paint pulling window shows, says the Paint, Oil and Drug Review, get you to be known as an enterprising merchant; it develops good business, and that means increased profits. Give up the old foggy idea that a window can be dressed without cost. Remember, it's advertising, so spend a little money to get a novelty of some kind that will attract people.

One authority says: "I think it is this costing so little that is against the window as an advertising medium. It does not seem or look so important as a column in a local paper, whereas it is more important in every way; for directly the prospective customer makes

Encourage one of your clerks to study up ideas on window dressing and see what a lot of interest you can create in special lines of goods.

A VALUABLE SUGGESTION.

In the December issue of the Journal we showed a window display of cutlery and cut glass by C. H. Smith, with D. W. Douglas, Campbellford, Ont. A novel feature of this window was a wooden rod extending clear across the window, and into which had been stuck jack-knives. Below each knife tacked on the board was a price ticket.

G. H. Clark, hardware, Niagara Falls, Ont., saw this reproduction and tried the plan. He put in a cutlery window and had a thin board running across the front. He inserted the knives in the board, put on price tickets, and states that the results far exceeded his expectations. He sold knives he had had in stock for some little time and is very grateful for the suggestion.

The Ad. Critic

By S. M. L. Pica

That advertising in both matter and typographical appearance is greatly improving is quite evident to anyone who cares to glance back over the last five or ten years. To look back over a short period may not probably give one much satisfaction, as the improvements that are taking place are of such slow progress that one needs to hark back for a somewhat lengthy period in order to perceive that there has really been a growth in this respect. There really needs to be more thought given both to the preparation of copy and to the setting up of the advertisement when the copy is in the hands of the printers. There is still a great deal of slovenly copy and composition. Advertising, in order to get the best results, needs to be given care and thought as well as other departments of business enterprise.

In the advertisements which I have selected for criticism in this issue are some fairly good ones, but at the same time most of them show a neglect of care both in the preparation of copy and in the work of the printers.

J. R. Hambly, Barrie (original 9 x 6 $\frac{3}{4}$). This advertisement is of about the right proportion for the matter it contains and its composition is on the whole of such a nature as to attract readers and excite a desire for the articles advertised. I think, however, that on the whole the advertisement would have been more effective had its matter been confined to electric goods and heaters, or else have been arranged in a little different way so that each class would have been set up distinctly by itself in departments, after the manner, for example, the department stores lay out their advertising. I would suggest that if the top line had been left out and the words "Light and Heat" given the first place the appearance of the advertisement would have been improved. An idea as to prices would also have increased the advertising value of the announcement.

Lawlor & Cain, Fredericton, N.B. (original 2 x 4 $\frac{1}{2}$). The chief objection I have to this advertisement is the way it has been set up by the printers. The line "Hardware of all kinds" is superfluous as everybody knows that a hardware dealer carries "hardware of all kinds." An advertisement to be effective must be specific.

R. Chestnut & Sons, Fredericton, N.B. (original 6 $\frac{1}{4}$ x 6 $\frac{1}{2}$). This is an effective advertisement and is on the whole well set up. I suggest, however, to Chestnut & Sons, that when they are giving instructions to the printers that they request that the same series of type be used throughout the advertisement as far as possible. I mean by that, type of the same character although different in size. The smaller type, for example, would have looked much better if it was of the same character as that used in the second line of the advertisement.

Cunningham's, Limited, (original 11 $\frac{1}{2}$ x 8 $\frac{3}{4}$). This is on the whole a good advertisement. Its strong point is the prices which are given. It would have been strengthened possibly had a smaller illustration been used in the centre and the five lines under the illustration left out. Then, again, I think it would have been better had the first two lines also been left out,

namely "Cunningham's, Limited, Hardware." The words, "January Sale," would have then been on the top of the advertisement. These changes which I suggest would not have only made the advertisement more attractive, but would have given more space for a couple or more panels such as have been effectively used in the advertisement.

Grandview Sheet Metal Works (original 6 x 4 $\frac{1}{4}$). This is an advertisement which in both mechanical appearance and composition is good, and might be utilized by other advertisers as the basis for preparing similar advertisements.

The Williard Hardware Co., Chatham, Ont. (original 5 $\frac{3}{4}$ x 5 $\frac{1}{2}$). This is a well written and effective advertisement, and is a sample of what can be done in a simple way. If the printers had done their part as well as the writer of the advertisement had done his, its artistic appearance would have been enhanced and its effectiveness increased.

J. A. W. Allan & Co., Newmarket, Ont. (original 5 $\frac{1}{4}$ x 4 $\frac{1}{2}$). This space has not been utilized to good advantage. To ask people to merely see electric light fixtures is not convincing. Probably everybody knows that the firm carries electric fixtures in stock, but it is the information about these fixtures which brings customers to the store. When there are too many varieties of type used it certainly does not add to its typographical appearance.

E. Messervy, Loughheed, Alta., (original 4 $\frac{1}{2}$ x 4 $\frac{1}{2}$). This advertisement is too much of the nature of a card. Probably everyone in the neighborhood of Loughheed knows that this dealer carries stoves and ranges, but he doesn't give any particulars about them in the advertisement. Notice by way of contrast the stove advertisement of the Collingwood Hardware, Limited, in the last issue of Canadian Hardware, Stove and Paint Journal.

Wells & Emmerson, Port Arthur, Ont., (original 7 $\frac{1}{2}$ x 6 $\frac{3}{4}$). This firm is not afraid to use space to advertise a twenty-five cent article, and, no doubt, it proved a seller. It is a good sample of concrete advertising which is the kind that is effective.

ART IN BUSINESS LETTER WRITING.

By Hollis W. Field

There is a common form of want advertisement in the papers coming from the business man and directed to the bright young man who "can conduct the firm's correspondence and obtain results." Did it ever occur to you that in this commonplace want of the average business house the manager of that business is asking for a little something more than literature, and on the side exacting of the really capable correspondent for the house a pile of knowledge of men and things large enough to make of him an author of about two out of the six "best sellers"?

Ordinarily the average of the business letter that one receives from any line of business is a little too dead and cold to hold without pincers, while in the matter of verbiage, spelling, punctuation and paragraphing it suggests a brain-fagged typewriter writing in her sleep. You place two old friends together who for ten years have been living 500 miles apart without having met in that time. Each of them may be far above the average in knowledge and intelligence. For ten years they have been corresponding regularly, writing because they have wanted to write and keep in touch with each other. But within an hour both of them will have agreed that it is good to get together

"to talk things over; letter writing is so unsatisfactory."

When this is a commonplace observation between two old friends who have known how to write, have been anxious to keep up the correspondence; have been in closest, friendliest touch that letter writing had made possible to them—don't you see what the business man is asking for in the personality of the man, "capable of conducting the firm's correspondence and producing results"? It is admitted that there are certain businesses that cannot be conducted save through the personality of men appearing in person to the customer. On the other hand, there are businesses that live largely through mail correspondence. But as the

amount seems small and, too, they saved the money that would have been spent on larger space, yet a man should increase his sales each year he is in business.

In view of this, Messrs. Otton & Son will this year go back to their old custom.

A DEALER'S USE OF CIRCULARS.

A writer in the Hardware Reporter says that he knew a hardware dealer in a small town who doubled his holiday business in a poor year by sending out printed circulars with some very low prices on a few desirable items. With this circular there went an im-

THE TWO BIG ITEMS
Light and Heat
Can be Reduced Very Materially
By Asking us to Supply Your Needs

FOR LIGHT
Our Tungsten Lamps will give you more light for 40 to 50 per cent. less money. Try them.

FOR HEAT
The first consideration is the Heater. Our line of Coal and Wood Heaters cannot be equalled in price and fuel saving qualities. Call and see them.

Some people lie awake nights trying to solve the Holiday gift problem

Our Silverware, Cut Glass, Cutlery and Hammered Brass

Offer suggestions that make this problem very easy. Useful and acceptable gifts for ladies and gentlemen, boys and girls. Shop early while the selection is good.

J. R. HAMBLBY

SAFETY RAZORS
Try an EVER READY, a GEM JUNIOR, or a GILLETTE. We have them; also the extra Blades. A pleasure to show them.

HARDWARE OF ALL KINDS
LAWLOR & CAIN - Op Post Office Phone 264

CUNNINGHAM'S LIMITED
Hardware
JANUARY SALE

Beginning Sat. January 7th, Ending Sat. January 20th

Come and see the GENUINE REDUCTIONS we are offering on the prices of our Housekeeping Hardware. There is only one conclusion you can come to after you have looked over our stock and prices, viz.: That you never before had the opportunity to buy from such a high-grade stock at such low prices. We never stocked second class goods, therefore everything we have to offer you is backed by our reputation and guarantee.

THINGS for the KITCHEN!

All Our Stock of Enamelled Ware and Tinware Will be Reduced 20%

Cutlery and Silverware Prices Marked Down 20 per cent

Hot Point Electric Irons \$4.75

100 Savory Roasters at Each 95c

When you are in don't overlook the prices our stock of heating stoves are selling at—everyone reduced. OAK HEATERS, ARTIFICIAL HEATERS, HOT BLAST HEATERS and COAL OIL STOVES. Boys' Wagons, Autos, Irish Mills and Velocipedes will sell for anything that will set on above their value in cost.

AGENTS FOR MCCLARY'S FAMOUS KOOTENAI RANGES

CUNNINGHAM'S LIMITED
Private Exchange Sey. 7800 1012-16 Granville Street
Hardware Heating Plumbing

NEWMARKET HARDWARE STORE
SEE OUR ELECTRIC LIGHT FIXTURES
You Can Save Money By Buying From Us
Full Line of Electric Light Supplies
Paints, Oils, Glass, Etc.
J. A. W. ALLAN & COMPANY
NEWMARKET.

COME TO
Messervy's
FOR
Stoves & Ranges
E. MESSERVY
LOUNGBEED ALBERTA

PORTLAND CEMENT WORK
Can Be Done in Winter

Do you want to take advantage of these Winter days while work is slack, to do some concrete construction? You can do it if you go about it in the right way.

WE HAVE A GOOD STOCK OF
"Canada" Portland Cement

IN BAGS AND WOODEN BARRELS.

And we can give you the necessary information as to how to do the Work.

R. Chestnut & Sons
WHOLESALE AND RETAIL HARDWARE.

Don't Let Your Money Go Up In Smoke

We make Sheet Metal Work of all kinds. We have the latest machinery and tools for the purpose. We can make you a complete set of machinery for your business. We can also make you a complete set of machinery for your business. We can also make you a complete set of machinery for your business.

GRANDVIEW SHEET METAL WORKS
1725 VENABLE ST. SEV. 3204

Simmon's Guaranteed Ready Roofing
\$1.75 per 100 sq. ft.

Best quality of pure asphalt highly recommended by fire underwriters. Nails and cement with each roll.

1 ply, guaranteed for 5 years, per sq. - \$1.75
2 ply, guaranteed for 7 years, per sq. - \$2.00
3 ply, guaranteed for 12 years, per sq. - \$2.50

The Willard Hardware Co.

25c

Great Big Stock of Pocket Knives, biggest values ever offered displayed in our window. Knives for all purposes are included in the lot

25c

Wells & Emmerson

Samples of Retail Hardware Advertising - See opposite page for criticism

personally conducted business needs the letter, so the letter business calls for occasional personal representations, which leaves the head of a correspondence desk in possession of a long, weighty lever which he must use carefully and deftly to his needs.

A COSTLY EXPERIMENT.

Ever since they have been in business, H. H. Otton & Son, hardware, Barrie, Ont., have used increased advertising space during Christmas time. Last year, however, more as an experiment than anything else, they did no extra advertising, but just filled their contract space with seasonable advertising. When everything was totalled up, they found their sales were just 70 cents less than the year previous. This

itation typewritten letter signed in ink by him, calling the attention of the trade to the bargains he offered, and asking for a personal visit from each one that he might convince them what a fine, desirable line of goods he carried. Then when customers came he not only sold them the bargain articles but some good items, such as carvers, safety razors, cutlery and such like, on which he made a profit. Remember that this is an advertising age, and that it pays to get into the lime-light, unless you want to drift into a dark corner and be forgotten. Keep your customers posted all the time as to prices at which they can buy goods of you, and always have a bargain counter going. Remember that the catalogue houses, the 5 and 10-cent stores, the department stores, and the racket stores do this thing all the time and make it pay.

Card Writing Suggestions

Card writing as an adjunct to business-getting methods is gradually growing in importance. While in this respect we in Canada are not perhaps so far advanced as the United States, yet we are undoubtedly gradually improving.

The illustration herewith given is from a recent issue of the House Furnishing Review. The letters can be made either with the pen or brush, and with a little practice can be made by the veriest tyro in card writing.

This is in reality a fancy or irregular letter taken from the Roman alphabet. It is a style of letter that can be made quickly because of its irregularity, which means that one does not have to be as particular in their work as is the case in making letters with perfectly straight lines.

Here are the practical card writing hints taken from the same paper that will be helpful to you from time to time.

All heavy and shading oil colors used on silk or satin should be mixed with naphtha to prevent them from spreading. For gilding use clear asphaltum thinned out with a gold-size Japan and a few drops of turpentine. Asphaltum is a thick transparent color

**abcdefghijklmnopqrstuvwxyz
1234567890**

Samples of Lettering. Practice on them

that dries rapidly and leaves a gloss. It is used by some card writers for show work, if a rich gloss is wanted it should be used as thick as possible as too much turpentine will spoil the gloss.

Bronze powder can be bought in many colors at various prices, but the colors mostly used by card writers are gold and silver (aluminum). It is advisable to keep this powder in small bottles as it is easier handled in this way and this will also keep it free from moisture. This powder can be mixed with mucilage and water the same as you mix dry colors for card work, but the best results can be secured by using the bronzing fluid which comes in small bottles and is inexpensive. A bronze fluid can be mixed with varnish and turpentine. Another method of applying bronze is to first paint the surface to be covered with shellac diluted in alcohol and sprinkle the dry bronze over this.

For lettering with oil colors on glass the color most used is black. One way of mixing this is to use dry lamp black with the best coach varnish, grinding it thoroughly with the palette knife. Thin with equal parts of varnish and turpentine.

For temporary use a sign can be mixed with dry color water and glue as explained in previous lessons.

Unless you use the prepared sign writers' muslin, cotton sheeting must be dampened before being lettered. This can be done with a sponge and the paint applied while damp. A good paint for this purpose

can be mixed with equal parts of boiled oil and Japan and thinned with turpentine. A red sable rigger will answer for outline work and a wide flat brush for fill-ins. Shading colors can be applied without any danger of spreading when the cloth is almost dry.

J. H. ASHDOWN COMPANY'S NEW WAREHOUSE.

The establishment for the new warehouse at Saskatoon, Sask., by the J. H. Ashdown Hardware Company, Limited, Winnipeg, has removed one of the heaviest handicaps which the retailer in that vicinity has to overcome, namely, that of distance from source of supply, which forces him to carry a much larger stock than would otherwise be necessary, thus keeping considerable capital idle when it should be active. Formerly, dealers in Western Provinces had to secure their supplies from the Winnipeg warehouse. The establishment of the new house in Saskatoon, however, has removed this handicap, and the saving in time and freight rates cannot be over estimated.

The new building is six stories high, with basement. It is constructed along the very latest lines and equipped throughout with the most modern appliances for handling and storing hardware. The rear of the building is right close to the main line of the C.N.R. and is only two blocks from the centre of the city. It contains over 33,000 square feet of floor space, not including basement and loading platform. On the north side is a yard for storing the heavier and rougher stock. Here all the local loading is done. The railway loading platform has capacity for handling four cars at one time.

Spacious offices are located on the second floor. Here the fittings throughout are the very latest for the expeditious handling of orders. The remaining space in the building is used for storing the many lines carried by the firm. The basement is used for the heavy stocks and the upper stories for the various lines of shelf and floor hardware. A hoist and a long spiral slide are used for moving goods from one corner to another.

The Saskatoon warehouse is under the management of Mr. J. Noel Niven. Mr. Niven has had eighteen years experience in the hardware business and is eminently fit for the responsibilities which fall upon the shoulders of the head of such an establishment. Associated with him in the office is Mr. D. A. Hanes, who holds the position of office manager.

BROWN BOGGS COMPANY'S NEW FACTORY.

The Brown Boggs Company, Limited, Hamilton, Ont., manufacturers of tinsmith and canning machinery, is contemplating an extensive enlargement of its plant, and for that purpose is negotiating for the purchase of six acres of land in the eastern part of the city, on the line of the G.T.R. and T.H. & B. Railways. The company is at present located at the corner of King William Street and Victoria Avenue, and if present plans go through will move from that section of the city as soon as the east end plant is erected. The capital of the concern will be increased to \$500,000, and it is the intention to install an up-to-date plant and pay more attention to the manufacture of larger bolts, presses, shears, etc.

QUICKLY MADE TOOL FOR BENDING PIPE.

A pipe bender can be made by boring a few holes in a piece of oak plank and inserting heavy bolts or short pieces of pipe for pegs, about which the pipe may be bent as desired.

The Office End

*Where the Costs are Figured
and the Accounts Looked After*

FIGURE PROFITS ON SELLING PRICE.

"Let well enough alone" has a very comfortable sound, but there is nothing in it which enables a man to get ahead.

Most retailers are satisfied with their methods. They think they are making money. But here is a letter which suggests a reason for the many failures among these same satisfied retailers. The story was told in a letter to the service department of a large manufacturer of store equipment.

This paper has often tried to point out the necessity for figuring profits on the selling price, but the story so strongly illustrates the point that we print it for what it is worth.

The retailer's name cannot be given. He thought until a week or so ago that he was going to make a good profit this year in addition to his salary, but he has discovered that he has actually lost \$1,125.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550. Assets, \$4,550. Liabilities, \$550.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable against me aggregate \$975. I have drawn nothing from the business except my salary of \$100 a month. Assets, \$3,850. Liabilities, \$975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent. and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. on.

"But I find my inventory smaller, my bank balance smaller, and my debts bigger at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit, but my year-end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote figured out the problem for him. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25. Suppose his cost of doing business was 22 per cent. and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost of \$2.25, and thought he was adding 10 per cent. for profit!

He had estimated his cost of doing business, of course, as 22 per cent. on his gross business, or on the selling price of the article. Instead of allowing 22 per

cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for \$2.97 or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on \$3.31 is nearly 73 cents; 10 per cent. on \$3.31 is a little over 33 cents, adding 73 and 33 gives \$1.06, adding this to \$2.25 gives us \$3.31.

The whole problem hinges here: Figure your percentage on the selling price.

STICKERS FOR STOCK-TAKING.

A simple device that is being used by many retail merchants in taking stock, according to Hardware Reporter, is that of pasting on the boxes in the shelves, or on the goods themselves, a small sticker. For instance, if a red sticker were used in the inventory of 1909 all goods on hand with this sticker will be known to have been in stock three years ago. If a blue sticker were used in 1910 then it is evident that these goods have been on hand two years. In the 1911 inventory a yellow sticker could be used. It will therefore appear evident that goods decorated with a red, blue and yellow sticker, indicating they have been in stock three years, should be gotten rid of in some manner. It will be clear that either this class of goods was unsaleable or that the merchant was guilty of over-buying in the first place. Even in a small business, in taking his inventory a merchant should not only have a book for goods short but also a book in which he can enter his list of over-stock. Unless such entries are made as the work progresses, on account of the great number and variety of articles in the hardware line such goods can only be found with difficulty afterwards from the inventory.

THE RESULT OF GOOD SERVICE

Twenty-nine subscriptions taken for Canadian Hardware, Stove and Paint Journal in three days—eight of these in one store, Whites, Limited, Collingwood—was the record of one subscription canvasser, John A. Gibson, last month. In one month's work Mr. Gibson alone secured 89 new subscriptions for the Journal. The reason behind the growth of the Canadian Hardware, Stove and Paint Journal is that the Journal is giving the best possible service to advertisers and subscribers. We set the pace—others follow.

Every merchant should have at his elbow a copy of the Canadian Almanac. As a book of reference it is indispensable to business men. Among its features are the Customs tariff; weights and measures and exchange tables; banks, branch banks and their managers; list of post offices; foreign consuls in Canada; list of barristers and solicitors; rates of various life insurance companies; bank stocks and dividends paid; maps of the Western Provinces with the different railways noted. The Copp, Clark Co., Limited, are the publishers, and the price is 60 cents.

Salesmanship Essential to Success

REACHING FARMERS THROUGH FORM LETTERS.

By W. Clement Moore

Every customer, no matter how modest, appreciates the fact that you do value him as a customer. In business life there are many ways in which you can make your customers realize that you do respect their trade and are anxious to serve them in every way. Neither is it necessary that this courtesy shall entail any obligations on your part for the wise dealer will hold his customers in respect and at the same time be held in respect by them without capitulation on the part of either party concerned.

The imitation typewritten letter is one of the ways of bringing this appreciation about, and in planning an advertising campaign it seems to me that I should arrange to send out a form letter to old customers as well as possible new ones, at least once every month. The form letter has its mission and should not be used for the same purposes that you would use a circular. It is more formal and personal in its tone, hence your language in it should be that of one friend writing to another and advising him concerning some business matter. This brings you into closer touch with your customers than would be possible through the circular.

It pays to be progressive and if you have never used the form letter I would advise you to do so at once and be a step in advance of your competitors. It is not a new thing in general advertising but there is an excellent field for it in the retail business.

First of all plan to introduce some new line or new argument each month and then plan your method of writing the form letter noting the following points:

1. Have something of importance to say.
2. Give careful attention to the wording of the letter. Make it spicy and interesting but as clear as you possibly can.
3. Have your letter set double spaced, that is every other line blank. This gives a good clear impression and renders the wording easy to read.
4. It is a good plan to write your letter, have someone read it to you or read it over carefully to yourself and make criticisms before sending it to the printer. In fact it will pay you to rewrite it two or three times before it is printed, for you must remember that it is going into four or five hundred homes and its message should be the best that you can frame.

5. Be clear, concise, interesting—but be brief.

The above rules are simple and easy to follow, and will answer very well for other forms of advertising as well as the form letter.

Form letters may be printed on blank paper at about \$2.25 per 1,000 but they are much better when printed with your regular letter head form at the top. This way they cost about two-thirds more but they are worth it. If you have a large stock of printed letter heads on hand you can take them to the printer of multi-graph letters and have him print the form letter right

on your letter heads and in any quantity to suit at very reasonable prices.

As to distribution, I would suggest mailing in every case.

Give it a trial with anything in its season and if the first batch of letters simply pay their way, you have not lost anything and double that amount of energy the next time will bring double the results.

Silo and fodder cutters, wood cutting machinery, stalk cutters, corn shellers, engines, etc., can be advertised successfully through the form letter.

THE NOTE BOOK HABIT.

When you start a salesman through the house provide him with a note book. Teach him to make notes. If he is in doubt about anything tell him to make a memorandum of it and then come to you for the answer. Every salesman and every business man should carry a note book in his vest pocket so he can make notes of names and dates; memoranda of certain thoughts; notes of things to investigate. All of us have things pop into our minds. If we make a note of them as soon as they have "popped" it is fixed. If we do not make a note the chances are the idea will never come back to us. Some men put "salt on the tail" of a good many ideas because they always carry note books. A salesman above all men should have a note book to help systematize his work, because selling—while it is supposed to be almost altogether a matter of human contact—I should say is 50 per cent. knowledge of human nature and 50 per cent. good system. The systematic end of salesmanship is of just as much value—in fact, I believe of almost more value—than the selling ability. The plodding, systematic salesman, with few natural attractions, will win out in the long run against these brilliant, "natural-born" salesmen.

Did you read the account of the life of Tolstoi, who, at the head of his bed had several pencils hanging on strings and on a table beside the bed was a note book? This was because the great Russian frequently woke up in the night, and even in the darkness, would reach for a pencil and the note book and record his passing thoughts.

KEEPING THEIR EYES ON THE DOOR.

It often happens that people will come into a store, order something and say they will call back in a short time for their purchases. A hardware merchant in a small western Ontario town has instructed his clerks to keep their eyes on the door for customers who shop in this way. As soon as the goods are ordered, they are done up and laid aside for the person to call. When this person drives up to the door, one clerk rushes to take the goods out to the purchaser and place them in the rig so the person will not have to get out.

This takes but very little time and pleases customers.

Stores—New and Improved

RISING FROM ITS ASHES.

The new store of Frank A. Child, hardware merchant, Cochrane, Ont., is nearing completion. When finished it will be one of the finest stores in the northern country. Already he has installed electric lights, water works, Bowser oil tanks and an up-to-date heating system.

Mr. Child might well adopt the word "Phoenix" as his trade motto, for he has literally resurrected his business from the ashes of the big fire which swept Cochrane on July 11 of last year. He was away at the time, but at once hurried back, after having made a flying trip to Toronto to order new stocks. He arrived back in Cochrane within a week of the time that the disastrous conflagration started, and, as he had had the forethought to purchase tents while in Toronto, he came equipped for an immediate start. The tents were erected and business was carried on under canvas for some weeks. Business proved to be phenomenally good right from the start. In the meantime plans had been laid for a new store and building operations were started just as soon as the material could be obtained. Believing that it would pay him to erect a structure of substantial proportions, Mr. Child laid his plans for a building of good size. The store is 32 by 60 feet and is two storeys in height. It is equipped and fitted out in an up-to-date way. The short time taken in its erection and the difficulties under which the proprietor has necessarily labored, make the complete adequacy of the building and equipment all the more remarkable.

The illustration shows the store just before completion and the appearance will be much better when the left-over building material has been removed.

A FINE NEW STORE.

Nodern, Hallitt & Johnson, furniture and hardware dealers, recently opened a handsome new store at 1650-2 Dundas Street, West Toronto. This is being used entirely for furniture, the old store at 1632 Dundas Street being devoted to the hardware end.

The new store has a frontage of 35 feet and is three storeys and a basement. The ground and first floors are used as show rooms and the basement and upper flat as store rooms for surplus stock.

The display windows are the big feature of the store. There are two large windows downstairs, and a deep entrance with doors on either side. Then there is an



Good type of a Modern Store Front



The resurrected store of Frank A. Child, Cochrane, Ont.

inside show window which gives practically 35 feet of show space as the usual room is not taken up with doors. Upstairs they have three large plates of glass. These extend right to the floor and the display from across the street is excellent. Nodern, Hallitt & Johnson's store is on the north side of the street and as there is three times as much traffic on the south side as on the north, the upstairs display is seen by many people. It shows up particularly well at night.

The building has been so constructed that not a post nor a support of any kind is showing. This adds much to the appearance of the display.

A bad system may keep a store in a worse state of chaos than the hit-or-miss plan. System should subserve convenience.

Trade Organizations

Great and Small

By Victor Lauriston

Is it worth while for the retailer to join a trade organization?

For that matter, is it worth while for any man to stand on a friendly footing with his fellow men, instead of fencing himself off from all mankind? Is it worth while for citizens to join hands to secure, for their city, waterworks or pavements or police protection? Is it worth while for the people of a nation to get together for objects of national benefit and national defence?

No question as to that, you say? Men must organize themselves into communities and nations. It is the inevitable answer to the conditions which they face. Then shouldn't the same rule apply to the world of business?

Members of the great mercantile fraternity individually feel the need of protection from injurious legislation. There is need, too, for eradicating the cut-throat spirit which finds expression in price-slashing and long hours. Hundreds of crying needs have their effect on every merchant every day.

Membership in a live trade organization is the quickest means of combating most of these difficulties.

In many communities the merchants in this or that line of trade are "all shot to pieces." Such was the case a few years ago with the hardware dealers in a town not far from Toronto. Stores were kept open till 11 or 12 o'clock every night of the week. Prices were cut on practically all lines. Hardwaremen worked long hours for a bare living.

Eventually, one of the bolder or wiser members of the trade took the initiative in calling his confreres together. He had attended a provincial trade gathering and absorbed some of the association spirit. He told his fellow hardwaremen a thing or two. That first meeting was almost a bear-garden for scrapping and recriminations. The optimistic convenor was not dismayed. "Come back on Thursday," he urged, when he found there would be nothing doing that day. "Don't throw this proposition down till we've talked it over again."

On Thursday there was another informal talk concerning the profitlessness of the hardware business, and the weariness attendant on unremitting work. The upshot was that within a couple of weeks the hardware stores in that town were closing at 6 o'clock week nights and 10 o'clock Saturdays, and prices went back to normal. The merchants made a better living with less effort, and the customers, paying exactly what things were worth, were given a better service.

Along lines such as these the one-trade local organization can do much excellent work. Its greatest achievement is that it brings competitors together. Smith discovers that Jones is not such a bad fellow, after all. Beggs learns that the yarn a customer told him about Baggs selling nails a cent a pound cheaper was nothing but a cock-and-bull story designed to induce a "cut." Hardwaremen in a small town are necessarily all competitors. Each is doing his best to swell the receipts of his own business. That doesn't mean that Smith should sandbag Jones and loot his

cash register on Saturday nights. Yet price-cutting is not much different.

Organization does not eliminate competition; but it does eliminate unfair methods.

Trade organizations can work advantageously along educative lines. It is good for the half dozen hardwaremen in a small town to get together of an evening and chat about experiences in training clerks, methods of handling dissatisfied customers, new ideas in advertising, and the reluctance of this or that individual to pay his bills. Whether in the one-trade organization or in an association embracing merchants engaged in different lines of business, organization has an educative effect. For a trade which embraces only eight or ten members, no formal organization may be needed, no officers, no rented meeting place, no membership fee—just the sensible habit of meeting in this member's place of business or the other's to talk things over.

The work of a retailers' organization can best be indicated by a list of things which a merchants' association in one small Ontario city—a place of between 12,000 and 15,000 people—did, or tried to do. This was a first attempt at organization. The idea was new. Difficulty was experienced in getting members together. The organization lacked that valuable asset, a "live wire" secretary who could devote all his time to the work. Yet here is a partial list of problems tackled: An agreement was made binding members not to purchase tickets or give donations, prizes or subscriptions during business hours. Later programme and other valueless advertising was similarly banned. The agreement was carried out practically to the letter, saving the average merchant in a single year more than enough to pay a ten years' membership fee.

Active work was performed in the direction of securing municipal legislation and test cases against peddlers and transient traders. This unfair competition was, as a result, considerably mitigated.

Strong protests were made against the auctioning on the public market of shoddy new goods in competition with legitimate dealers. The auctioneers were deterred by larger market fees.

An annual merchants' picnic was instituted. Picnic day is still the popular holiday for all classes of people in that particular city.

The fights against the co-operative societies bill, and the proposed parcel post measure, were participated in with energy, strong representations being made alike by the association and by individual members.

A central delivery scheme intended to minimize the cost to merchants of delivering goods to customers was discussed and initial arrangements made.

A united stand was taken by retailers against double cartage charges with good results in several instances.

Finally, a collection department was instituted, for the double purpose of collecting bad debts and protecting the members against the further inroads of dead beats. Though handicapped by the difficulty of securing and retaining a collector (several changes being made) the department did sufficient good work to vindicate the idea. Many bad accounts were collected. Quite a number of slow pays, finding that they could secure no further credit, commenced to pay cash. The delinquent list, though only irregularly issued, helped materially to place merchants on their guard against extending credit where it was unsafe to do so.

These are a few of the things attempted by a new organization in a few years of rather precarious existence. Over and above all these was the better feeling resulting between merchants in the same and different

lines of trade, and the realization that, though in a sense competitors, they at the same time had a host of common interests which could best be promoted by working hand in hand.

The work of this association might with profit have been widened. More attention could have been given to the technical side of merchandising—salesmanship, advertising, window decoration and like topics. These were not discussed, except informally. Save for the annual picnic there was little effort to cultivate the social side of organization. Yet in some cities the merchants' club is a recognized feature—a centre where merchants can meet and to which they can bring their visiting confreres, can smoke and chat and lunch and play billiards. The average association would be stronger were such facilities for recreation a recognized feature.

One advantage the local association cannot offer—the advantage that comes to a merchant through being snatched for a few days every now and then from his everyday surroundings and transported into the midst of new scenes and new companionships. For this he must look to the national or provincial organization.

The other day I was chatting with a hardwareman. "What d'you think of the Retail Hardware Association?" I casually enquired.

His eyes lit. "That's the liveliest bunch on the top of this planet," he declared. "I'm going down there in February, and I'll make five times as much through doing so as I would sticking here in the store. It's worth a lot, I tell you, to be jolted out of the rut."

Such an association pegs away all the year round, fighting the merchants' battles in legislative halls and working steadfastly for his benefit, and that of all his confreres. But it does more. It lifts him every now and then out of his daily grind, and gives him a wider outlook. He learns that other men in other towns meet the same difficulties as he has met, and he finds out how they have solved those difficulties. He rubs up against new ideas and new methods of transacting business, and gets into touch, too, with new lines of trade. The big association convention is a holiday, and, more than a holiday, an annual tonic against narrowness of vision. The merchant rests, enjoys himself, learns much and grows a great deal, and eventually comes back to his home town and to his old store a bigger, wiser and healthier man than when he left.

That's why men in touch with the big association are usually diligent missionaries in spreading the gospel of trade organization in the local vineyard.

In the long run, it's the sum total of the individual members that constitutes the association and determines its value. The retailer who joins an association should go there determined to help as well as to be helped. The man who's satisfied with its work has every right to help it along; and as for the man who's dissatisfied (if there's any such) he has every opportunity and a cordial welcome to do his share toward making things better.

SPORTS TO SELL SPORTING GOODS.

A good way to get after the sporting goods trade is to have a clerk that is popular among the athletic young men in your town and who goes in for all kinds of sport himself. In this way, when baseball, football or hockey teams are organized, he can use his influence to bring the trade to your store.

COMPETITION KEEN IN NEW ONTARIO.

This year has been a very good one for hardwaremen in Northern Ontario, although there are some phases of the trade in the mining country which are not altogether satisfactory.

In Cobalt, where trade has resumed its natural course after the mining excitement of a couple of years ago, there are now only two hardware stores, the George Taylor Hardware Company and the Northern Canada Supply Company, both of whom are doing a jobbing as well as retail business.

At the time of the disastrous fire at Porcupine and Cochrane last summer the John Bailes & Sons' stock at Cobalt, owned by the Northern Canada Supply Company, was transferred to South Porcupine in charge of Glenn A. Henry, formerly of Oshawa. Business was done in a tent until October, but a \$45,000 stock is now carried at the South Porcupine branch of the Northern Canada Supply Company.

Milton Carr, of Cobalt, also closed out the hardware branch of his general stock some months ago and transferred it to South Porcupine, and in addition to these two, five other firms carry hardware stocks at South Porcupine, these being H. N. Joy, Sylvester Kennedy, Davis & Dunn, Reams, Bottom & Edwards, and the Mines Chemicals Supply Co.

Three miles away at Porcupine (Golden City) Marshall & Ecclestone (George Ecclestone, of Bracebridge), W. H. Wilson and Gibson Bros. also carry hardware stocks.

The number of firms doing a hardware business in the Porcupine country is considered too large, particularly as travellers representing Ontario and Quebec jobbing houses who would not sell direct to factories in their own district make an active canvas for trade from the mines and even from men with only small mining prospects.

Manufacturers also would not consider putting firms on the jobbing list in Old Ontario sell direct in New Ontario and justify their action by the fact that the jobbing houses canvas for trade and fill mail orders from mining companies and other consumers outside legitimate retail trade.

A development of the farming industry is looked for at Porcupine next year, just as it has developed around Englehart, Cochrane, New Liskeard and other points.

Cochrane's hardware stores are conducted by the George Taylor Hardware Company and Frank Childs, the latter also having branches at Matheson and Kelso. The Taylor Company have a third store at New Liskeard where Magladery Bros. also do a very large hardware and farm implement business. Magladery Bros., in their turn, have a branch at Englehart.

Bell & Rochester, Haileybury, closed their Porcupine store at the first of the year, Montgomery & Ferguson and S. Norfolk being the other retail hardwaremen at Haileybury.

T. J. McManus, Mayor of Cochrane, whose substantial brick store was burned in the forest fire last summer, has retired from the hardware business owing to his heavy loss as a result of the fire.

A new use for the vacuum cleaner, according to the New York Herald, is to remove fleas from domestic animals. Dogs and cats that are infested with fleas find quick relief when the nozzle of the cleaner is applied to their fur. In such cases the dust should be burned as soon as it can be removed from the cleaner.

Paint and Varnish Trades

Saved by Liquid Paints

By F. J. Yarrow

"You would not think," said a hardware merchant to me not so very long ago, "that a couple of years back I was very near going under." As I looked round his busy store and saw evidences of successful trading on all sides I at once admitted that it was not easy to imagine that such a catastrophe had ever threatened him.

"Well, such was the case," he continued, "and I owe my salvation to—can you guess. No, well, to liquid paints. Yes, sir, it was my going in for the sale of liquid paints that saved this business.

Push the best paints and employ the best methods in pushing them. The best paints will not move well when slow methods are employed.

"As you probably have heard my father started in this store and worked up at one time a good trade. He was for many years alone in the district, and all he had to do was to sit down and let the business come to him. When I had finished schooling I naturally came into the business, and being young I did not worry much about how things were going. If customers came in I served them, and if they didn't I sat in the store and read the papers. Then my father died and the business came to me. Some time after that I suddenly awakened to the fact that things were not so healthy as I had imagined them to be. Trade was slowly but surely leaving the store—had been as a matter of fact during the latter days of my father's reign, and that competitors who had sprung up had undermined the business. I had complacently continued in my father's groove, forgetting that the methods of his generation were not the methods to suit mine, and I found that I was burdened with a heavy stock of what was practically junk, and a decayed reputation in the eyes of the consumers of the district.

"I at once resolved to put my house in order. I studied the methods of my competitors. I brightened up my windows, I brought my stock up to date, but the customers did not come back, and with the increased expense of trying to modernize my store, I got into low water financially, and the ugly possibility of having to put my shutters up began to cloud my happiness.

"One day when nearly desperate and half inclined to give up the battle, a traveller from a prominent paint manufacturer called in. I was not inclined to give him much time. My father had never touched liquid paints. He had kept linseed, white lead, colors, etc., but had not handled any liquid paints, or what he called 'abortion in tins,' and I had followed his example. But one sentence of the traveller arrested my attention. 'Do you realize the trade pulling

power of a high quality paint,' he said. Now I had worn myself nearly gray thinking of something which would pull trade, and there and then I said to him, 'Go ahead, tell me your proposition, and take your time in doing so.'

"There is no reason for me to recapitulate the arguments he advanced in favor of stocking a good line of mixed paints, because they do not bear directly on my story. One point, however, did, and that was the argument my competitors, while stocking a few tins of liquid paints were not handling good quality makes, neither were they making any display of them, or trying to develop trade, and thus there was good opportunity for a campaign which would make the people talk. Make the people talk, that was what I wanted, and I said to the traveller, 'Send me what you think would be a well selected stock, and all the advertising material and paint propaganda hints that you say your firm will supply me with.'

"The paint arrived, and following up the traveller's suggestions, I cleared my shelves on the front left side of the store, just where you see the paint now, and arranged the tins so that not only did they look well, but a customer coming in could read for himself the various colors carried. I brightened up the store with the color slats, and hangers sent down, and I placed on the counter a little pile of color folders. I used a paint trim for one of my windows, and I set out to make this store the recognized paint store of the district. The little appropriation I had set aside for the newspaper advertising of my hardware lines I devoted entirely to paints. For the time being I let hardware take second place, and I devoted all my energies to my paints.

I circularized the district with the bright matter sent me by the manufacturer. One afternoon each week I made a tour of the district looking out for new buildings and those residences, farmhouses, and barns that looked to be in want of a coat of paint, and I studied the local papers for all the building notes and tenders. I talked of nothing else but paint, and I

It may be too early in this northern hemisphere for the farmer to paint his barns and outhouses, but it is not too early to educate him in regard to the advisability of using paint.

changed my paint window twice a week. Then, when the customers commenced to come in for paint, as they did after a week or so, I took care to see that they were looked after. If I had doubts as to whether they were quite certain of the right color they wanted, or were likely to make any mistake in the correct way of using the paint, I made it my business to see that they were put on the right track. For, as you know, a customer often blames a paint, and at the same time the merchant, for a fault that is entirely his own. And when I had made a sale I took note of the tran-

saction for future reference. In other words, I took an interest in every sale, and the customers seemed to appreciate the fact. I may say that all this salesmanship was not of my own working out. It was the result of carefully reading the salesmanship hints supplied by my manufacturer.

"Well sir, after a time, the people did commence to talk about my line of paints. They came into my store to buy paints only, never thinking of hardware. But while I had my paints on one side, I did not forget to have my hardware on the other, and when I had made my paint sale I never failed to put in a few reminders as to screws, locks, and so on. Slowly but surely the customers came in to buy paint and stayed to buy hardware. You must remember it was not absolutely necessary to come to my store to buy hardware, as there were other stores in the district, but it was necessary to come to me if they wanted the brand of paint that I had boomed and made the talk of the community, and so they killed two birds with one stone and bought both paint and hardware. Thus I started a revival in the people's interest in my store, and in time I secured an equal reputation in both departments, because, although I never slackened in the pushing of my paints, I put more energy into my hardware, and the result you see in front of you to-day.

"It was getting the people interested in my store that pulled me over the stile, and I owe it all in the first place to my paint department. And you must not overlook the fact that while the paints were helping the revival of my hardware, they were at the same time giving me a handsome profit. In my opinion the merchant who gives his paint department but poor consideration, is shutting his eyes to a wonderful pulling proposition for his general good, and at the same time neglecting a handsome profit-bearing proposition."

PAINT RESOLUTIONS FOR 1912.

When taking stock in the paint department you will undoubtedly find some cans dented; some with labels half off or otherwise in an unpresentable condition as far as a particular buyer is concerned. Be it resolved, therefore, writes W. E. M. in Hardware Trade, to take such cans out of the regular stock, put them in the front of the store, near the door, on a sales table and mark them bargains, with the proper reduced price cards on them.

You will find bargain hunters in paints as in other things and by showing on your price card the regular selling price and below it the bargain price, it will not take long to get rid of your undesirable stock, turning it into ready cash with which you can purchase freshly labeled and perfect packages, so that your stock will be new and attractive.

Set your old packages on the shelves in front and turn them upside down, except for one can of each kind, then put the newly bought stock in the rear. In that way the paint in the packages will not become settled so hard, and you will be sure and deliver the old stock first, with new stock on hand. Some dealers carry this so far as to turn the stock once a week, to be sure that there will be no hardened paint sold.

Resolve to talk for and teach the gospel of pure ready mixed paints.

Resolve to buy from an honest manufacturer, who by his knowledge and tests is in a position to obtain the best and most suitable materials, which combined, by the use of his brains and the proper factory equip-

ment, make the best paint to buy, to sell and to use.

Resolve to work with the manufacturer, whose name on the label and formula, is your guarantee; who is ready to help you reach buyers and who is trying to increase your sales.

Resolve that as one hand helps the other, so you should join forces with a reputable manufacturer of prepared-ready-for-use paints and thus enjoy the fullest protection and an increasing business for yourself.

HURRY ORDERS.

There are going to be paints that you will have a chance to sell at the last minute, paints that you did not think you would have a call for.

Some of these will be new things, and some will be goods in your regular line that were sold out too soon.

Keep watch for such items of stock and when you see that you are going to need them, don't hesitate to get them in the quickest manner.

A CLERK WHO WAS A SALESMAN.

A writer in the American Paint and Oil Dealer says that in answer to the comment, "I think those brushes are too high priced for me," nine clerks out of ten will instantly jump for the low-grade brushes, and make a sale at the low-grade price.



"examine these brushes while I'm finding the cheaper kind."

The tenth clerk waited on a friend of mine the other day:—

"Can you show me something cheaper?" enquired my friend.

"With pleasure," returned the clerk. "But if you've a few minutes to spare, I'd like you to examine these brushes while I'm finding the cheaper kind."

My friend examined the brushes very closely. In a minute or two the clerk produced a brush fifteen cents cheaper.

"This is a good brush," he said, frankly. "But you can readily see that the higher-priced brush is worth far more than the fifteen cents extra."

My friend did see, and he paid fifteen cents extra for a real bargain—the kind that's a pleasant reminder of an intelligent clerk every time you use it.

PLANNING A SPRING PAINT CAMPAIGN.

By F. C. Kuhn, *Sherman Williams Co.*

Just about this season of the year, the paint and varnish manufacturer is hunting for his agent's spring stock orders, and many merchants are wondering what the possibilities are for a profitable spring business in this line.

Naturally there is still more or less talk concerning high prices—just as there is about the high cost of living—but this bogey will not deter the aggressive and enterprising merchant from going after this trade in his usual energetic manner, or prevent him from getting what he goes after. The paint business is peculiar in many respects. Paints and varnishes cannot be called staples; yet neither are they specialties in the general sense of the word. It is one of those lines which depend upon the activities of the manufacturer and the dealer working together, and where you find such a combination you will find a prosperous, money-making paint business.

The success of your paint department depends primarily upon three things, viz., the quality of your stock and its reputation among the paint-consuming public—for this is the only foundation on which a permanent business can be built and your success assured; the advertising and co-operative helps offered by the manufacturer; and the question of whether you work closely with him or prefer to sit by waiting for the customers to come to your store. Some merchants seem to think, "Oh, the manufacturer of such-and-such a paint does all my advertising for me. All that I have to do is to quote prices, tell my customers how to use the paint, wrap it up and ring up the amount on the cash register."

Of course, it is hardly necessary to tell that this is exactly the wrong attitude to assume, because although the manufacturer may be carrying on an extensive advertising campaign in the magazines of national circulation, the trade journals and farm papers, unless you do your share and work hand-in-hand with him, his efforts to assist you will be futile. Paint manufacturers, as a rule, are broad and liberal advertisers who gauge their expenditures upon their yearly sales. Very few lines carried by the retail store offer such a complete and comprehensive line of local advertising and helps for the retail merchant; yet do you use them?

When the manufacturer enters into the national advertising field and spends his good money for full-page displays in publications whose circulations runs into the tens of thousands, he knows it is up to you to "cash in" on his efforts. Unless he is doing a mail order business, all the sales resulting from this publicity are made over your counter from goods on your shelves. Hence, his plans are not complete without a definite campaign for you which will connect his advertising with your store. This is the connecting link upon which so much depends. "The chain is no stronger than its weakest link," and similarly, the success or failure of his carefully thought out campaign depends upon you, Mr. Dealer.

So the extent of your paint and varnish business providing the essentials are present, rests upon your knowledge of the proposition, the interest you take in it and the amount of energy you expend in co-operating with the manufacturer. The paint business is there; it is chiefly a matter of educating the public to a proper appreciation of the need for painting and keeping things around the house bright and cheerful. Hence, when you are planning your spring campaign in paints and varnishes and wondering how you can do a profitable business, remember that your success will be in

exact ratio to the energy you expend and the way in which you take advantage of the co-operation offered by the manufacturer.

"But how shall I co-operate with him to the best advantage?" may be your question. The first thing, of course, is your store window. About March 15th—or whenever the season opens in your locality—trim your windows with an attractive assortment of paint and varnish cans, put the advertising signs in place and if the manufacturer has given you a window trim, put it up carefully. Most of the large paint and varnish manufacturers prepare special window dressing features every spring and fall for their agents to use. Then, see that your stock is in good order—the shelves neat, all packages clean, everything spic and span. If new labels are required, request them. During the winter months is a fine time to get together your mailing list of people whose homes will require painting in the spring. Just jot them down on a postal card and send it to your manufacturer; he will be glad to write to them, sending literature on the subject of paints and decorative finishes. Then in the early spring he will write again, always mentioning your name as his local distributor. Many manufacturers have quite an elaborate system for following up these prospects, and merchants who have had experience say that they find it pays to advertise not only paints, varnishes, brushes and other accessories, but every department of their business as well.



The interior of John Jacob's Store, Ridgeway, Ont. Mr. Jacob handles wall paper and paints exclusively

Perhaps your paint manufacturer has planned a newspaper advertising campaign also. He may have a set of ready-to-use electrotypes awaiting your selection. Then if you want some individual advertisements covering particular conditions or mentioning other lines of merchandise, his copy department will plan out a campaign to suit your ideas on the subject.

The important thing to keep in mind is that the manufacturer wants to help you and unless you take full advantage of the co-operation he offers, his efforts will be in vain. As your trade increases, so by the same reason his sales grow.

There will be very little doing with paints, except shelf goods and interior finishes during the next few months, so you have an excellent opportunity to plan out a campaign for the spring which will mean increased sales and profits, and remember the merchant who gets the business will be the one who goes after it and co-operates with the manufacturer. It is simply a case of getting together for mutual benefit.

Insurance Advisory Department

Edited by W. G. Wright, of Ross & Wright,
Adjustors for the Assured, Toronto, and Advisors
to the Insurance Department of the Ontario
Retail Hardware and Stove Dealers' Association

VARIATIONS TO THE ONTARIO STATUTORY CONDITIONS.

In the various articles appearing in this journal on the subject of fire insurance the writer has frequently called attention to these variations and the undesirability of a policy containing them. This article will, I trust, make this subject clear and enable the hardware merchant to secure insurance without this form of "red-tape-bound-loop-holes through which to dodge paying indemnity."

To begin with these variations, with very few exceptions, could not be successfully pleaded by a company in a court of law. In fact so few have been successfully or unsuccessfully contested that no one knows which would stand the test to which all must be finally submitted in court, that in the particular circumstances of the particular case "they shall be held to be just and reasonable to be exacted by the company." But the trouble is that you do not want to go to court to prove them unjust and unreasonable. You want your loss settled, and settled promptly, and at one hundred cents on the dollar cash. Now that is just what the company that persists in red ink variations does not intend that you shall be able to enforce. This is proved by the fact that some of them still attach twenty or thirty of these clauses which mean—well, I have tried for ten years to find out what—while already over twenty companies, including some of the best in the land, will give you a policy without its being smeared from the little pot of red paint. Many others, in fact most others, will remove them from their policies if your agent is up-to-date enough to see that it is done, or if you are sufficiently awake to your own interests to insist. Still with twenty or more companies which will issue a policy clear, no retail hardware man should let his insurance run beyond expiry without insisting that his policy is without the war paint.

Those companies which have shown the broad fair spirit by removing the variations from their policies have evidenced a disposition that is desirable to find when you come to settle up a fire loss and naturally should receive a preference. Only remember that some who have removed the variations are not any too safe to insure with. On that point bear in mind that a cash surplus to policyholders, as shown by the Government reports (not company statements) equal to one-half the income of the previous year, is very near the minimum of safety.

With this caution we publish the list of companies who now issue a clean policy and also of those who have made public their intention to do so when their next issue is printed.

Without red ink variations: Alberta Canadian, Acadia, British Crown, Canadian, Crown, Central Canada Manufacturers, Hudson Bay, Nova Scotia, Occidental Fire, City of Hamilton, Wellington Mutual, Union Assurance, Hartford, Norwich Union, Manitoba, Lumber, Liverpool and London and Globe, Merchants, National Union Fire, Saskatchewan Fire Insurance Co.

Then I suppose that you have some companies insuring your property with which you are perfectly

satisfied, and whom you wish to retain provided they will turn over a new leaf so far as you are concerned. I presuppose that you have read the previous articles and have gone thoroughly into your insurance and have had a schedule prepared in which is set forth a proper description of the property insured, its location, the title and interests to be protected and the necessary permits for special privileges, such as storage of gasoline, over five gallons of coal oil, vacancy, etc. If so, have incorporated in your policy the following endorsement:—

"This policy shall be subject to the Ontario Statutory conditions, and only such variations and agreements, additions, representations and warranties as are contained in or agreed to by the schedule of insurance attached thereto."

By this, at one sweep, away goes red ink variations (except the co-insurance clause when agreed to), and also all trick applications signed by you are made of no effect.

BRITISH COLUMBIA YEAR BOOK.

The Journal is indebted to Hon. H. E. Young, Provincial Secretary of British Columbia, for a copy of the Year Book of that province. As a Year Book it is something unique. This is perhaps to be expected, for the people of British Columbia have a unique way of doing most things. It is for example bound in cloth and printed on coated and book paper. But the most unique feature of all is that many of the illustrations are printed in two colors. In fact the coat of arms of the province is printed in four colors. But the value of the book is not dependent upon its attractiveness, good as that is. The statistical and general information which is contained within its 358 pages is most exhaustive. Every phase of the industrial life of the province seems to have been covered. Commerce and shipping; railway and electrical enterprises; mines and minerals; the fisheries; agriculture; forest wealth; the Government and its functions; educational facilities and statistics; the native races, are all dealt with in an informative manner. Copies of the Year Book may be obtained for \$1.15 on application to the King's Printer, Victoria, B.C.

A SUCCESSFUL EXPERIMENT.

About a year ago, Brocklebank's, Limited, Arthur, Ont., established a rest room in connection with their hardware, clothing and crockery store. They report that the experiment is proving very successful. The room is fitted out with chairs, tables, lavatories, etc., and magazines of all descriptions are supplied for the use of visitors. Their idea is to provide a comfortable resting place for farmers' wives and daughters while the men are attending to necessary business elsewhere in the town. Hotel parlors in many places are not as comfortable as they might be and the experiment of Brocklebank's, Limited, is one that can be followed to advantage by retailers in other parts of the country.

THE LATE OSWALD HICKEY.

Oswald Hickey, son of Jas. Hickey, manager of the Supreme Heating Company, died from acute pneumonia at Welland, Ont., a few days ago, as a result of a gas explosion in his home in which the clothing of both he and his wife took fire. They rushed out of the house and rolled in the snow and it was due to this exposure that Mr. Hickey contracted the cold that resulted in his death.

Stoves and Housefurnishings

Should Dealers Handle More Than One Line of Stoves?

A representative of the Journal, while recently talking to quite a large retailer, asked him what make of range he handled.

"None in particular," he said, "I handle several different lines. I buy one stove here and another there—just when I think I am getting a good one and one I know is sure to please my customers. I tried handling one particular line but found I would get one good stove and perhaps the next one would not give satisfaction. Sometimes I would get an excellent range in a certain size and when I wanted another size, often I would get one that, when sold, would cause complaint. I don't believe there is a stove foundry whose complete line will give entire satisfaction. This last may seem a pretty broad statement, but, in my own opinion, it is true."

After this interview the representative of the Journal had a talk with two or three stove men who handle only one, or, at the most, two makes of stoves. Their opinions were all entirely opposite.

"Supposing," said one of them, "a man or woman should go into the store of a man who handles several makes and expresses a desire to purchase a stove. The dealer will pick out the stove he thinks is best and will talk it up for all it is worth to try to make the customer believe it is superior to all other makes. After, however, the customer makes known that his taste runs to some other make. Then what is Mr. Dealer to do?"

"Then, again, if a man handles several lines of stoves and ranges it stands to reason he is not going to get the same treatment, in the matter of attention and credit, from all of these as he would from one firm whose line he is handling exclusively."

What do readers of the Journal think of the matter? Write us.

BETWEEN TWO FIRES.

A hardware dealer in Clinton, Ont., was recently up against a very stiff proposition. A man came in to buy a stove, looked over the stock and finally decided he liked one style a little better than the rest. The merchant started to laud this make to the skies and gave the man to believe it was very superior to the others. Finally the customer told him he liked the stove very well, but as his wife was the person who would have to use it, he would send her in to take a look at it.

Two days later the woman came in and, after looking at the one her husband had selected as best, took a look around at the others. She saw one she liked better than the one her better half had picked out. The dealer had blown up the other make so highly he didn't think he could say very much about this one. However, he started in and explained the good points of the second one and praised it highly. This got the

lady in a dilemma. She did not know which one to buy. Finally she asked the merchant: "Well now, Mr. Blank, you have lauded both makes, but if you were buying a stove for your own use, which would you take?"

He replied that he preferred the one her husband liked. She was finally convinced that that one was best, and went home. A couple of days later the two of them came into the store again and this time the husband was not so sure of the stove he had picked. However, after a little persuasion they were induced to take it.

In commenting on the deal the hardware man said: "The two of them coming in separately put me in a bad fix. I did not want to lose the sale so had to talk both makes. If they had come in together I could have gathered from their conversation what style they preferred and talked on that one."

PUTTING IN FIREBRICKS.

When a man is sent out to put a set of bricks in a cook stove, says an exchange, and is told an hour will be ample time to do it and get back to the shop to help make a lot of stove pipe he is apt to wonder how the boss knows and yet he tries to do it. He arrives in the kitchen with a set of bricks, his sheet iron saw, hammer, chisel, screwdriver, kerosene, and is all ready, but is told even though the time set was 3 o'clock and the kitchen clock is striking, that he was not expected so soon or the fire would have been out, but he can take it out. How about that hour is in his mind. However, he has had similar experience and knows he had better put the bricks in while he is there. Out comes the fire into a coal hod which is then taken out of doors. Everything is removed so the stove can cool off. The bricks are tried in place and rubbed down against each other if they fit too tight or do not go into place. That rubbing down is all labor and a hot stove makes a dirty job. Some men will refuse and will come back again. It can be done but it takes time and is no fun. The profit—well the time working over a hot stove eats them up, but so does going back to the shop and coming another time. The stove is a black monster and is full of — for the stove dealer; and that dash don't mean profit. No.

GURNEY COMPANY'S STAFF CONFERENCES.

During the past month the Gurney Foundry Company, Toronto, have been holding conferences of their representatives in different parts of the country. W. L. Helliwell, manager of the Winnipeg office, J. K. Mills Ogg, who represents the company between Winnipeg and Moosejaw, and Arthur Coombes, Saskatoon, visited the company's headquarters in Toronto and conferred with the firm regarding the improvements to be made to the Gurney Oxford line during 1912.

Humphrey Lockhart, Montreal, who represents the firm in the Maritime Provinces, was another participant in the conferences.

REMEDYING STOVE COMPLAINTS.

Hardware men are often called to remedy some complaint that has been found with a recently-purchased stove. In a great many cases, the fault is found to be that the purchaser does not properly understand the working of the range and the dealer blames the customer, while it is really his own fault. He should explain everything thoroughly to the customer before he leaves and make sure that the purchaser understands. Sometimes, even when every instruction is being carried out, the stove will not work correctly, and the cause has to be looked up elsewhere.

W. J. Heaman, Exeter, Ont., recently sold a range to a woman, and, after having it two or three weeks, phoned and said she was not satisfied with it. When asked what was the trouble, she replied that it did not give out enough heat for the wood burned. Mr. Heaman went out to investigate and found that the pipe from the range and one from an old unused stove in the summer kitchen led into the same chimney. The pipe from the old stove entered the chimney at a point higher up than the one from the new range, and, on that account, got all the draft. To remedy this, Mr. Heaman pulled out the pipe from the unused stove and inserted a flue stop and then sat down to await results.

The stove started to burn up and before very long a smell like something burning was noticed. The lady looked in the oven but could not find anything there and did not understand what was causing it. She finally looked in the warming chest and found the reason of the smell. Some biscuits and a piece of cloth had been left there. When found, the biscuits were black and the rag was smouldering.

When the man of the house saw this he exclaimed: "Give these men their money and let them get out. There's heat enough there now."

A FLUELESS GAS STOVE.

The following is from the pen of Dr. Perry Wilde and appeared in a recent issue of the London Times:—

It is a fallacy to compare methods of heating rooms by the simple application of the thermometer. Thus, given a room to be heated for ten or twelve hours a day, the various methods of heating, in order of cheapness, will run as follows: (1) Hot water or steam radiators; (2) anthracite or closed coal stoves; (3) open coal fires; (4) gas stoves; (5) electric stoves.

Both the first two methods depend upon heating the air of the room by converted heat from metal at a high temperature. This decomposes the air of the room and renders it prejudicial to health. The coal and gas fires give radiant heat, which warms the objects in the room and only warms the air by the converted heat derived from them. This means that the air of the room is warmed by converted heat at a low temperature, which is alone sanitary. The fifth method, electric heating, is simply futile and has nothing to recommend it either on the score of efficiency, economy or hygiene.

The gas and the coal fires are not economical because a current of cold air is passing through the fire to the chimney or flue pipe, which not only carries away the heat, but prevents its proper radiation. The whole problem of heating resolves itself into this: (1) Get rid of the flue pipe or chimney; (2) condense all the fumes; (3) allow none to escape into the room.

This is regarded as a scientific impossibility. Yet I write in a room where this process has been working for many months. It is a large room, and the cost of heating by gas is 1½d (2-3 cent) per hour. The

method has not yet been made public, but until it has discussion upon the subject of domestic heating can lead to no result. The latest discoveries will revolutionize all our thoughts, and gas will prove an economical, convenient and hygienic method of heating.

STOVE TRADE IN THE STATES.

Stove manufacturers and dealers are not experiencing any lack of demand for stoves this year as a result of the increased use of centralized heating installations. On the contrary, the stove business everywhere is active, the demand as compared with previous years is good, and in some sections exceptionally good. It is a mistaken idea that the stove is to be crowded out. Not for many years, if ever, will the stove trade languish on account of the competition of other methods of heating.

It is claimed by statisticians that 86 per cent. of the heating apparatus sold in America is stoves. This statement is based on a government report of stoves, furnaces and boilers sold during 1910, and is a little misleading, as one boiler often heats many flats, but it appears to be a fact that in 1910 out of 1,793,585 stoves, furnaces and boilers sold 1,535,727 were stoves, 141,458 furnaces and 116,400 steam and hot water heating boilers. This does not indicate that the stove has seen its day.

The increasing demand for stoves is due largely to the practice of erecting small houses in which no other means for heating is provided. Outside the large cities this practice is universal. For every building designed for steam or furnace heat there are ten others that must be heated by stoves, and this tendency to build for stove heat does not decrease. Rather, it maintains nearly the same ratio it always has, and as the old houses are largely "stove heated" and must be provided with new stoves as fast as the old ones wear out, it is plain to be seen that the demand for stoves is likely to increase. At least that is the experience of the trade, past and present.

That there will be further improvements in stoves cannot be doubted. The present type of heater may see some radical changes, but all that will have a tendency to increase the sale of stoves in the aggregate. The more stoves are improved the more they will be bought, because people will buy the new styles and discard the old. The march of improvement carries with it a demand for the improved product, and this is as true of the stove industry as any other.—American Artisan.

ENTERPRISE FOUNDRY COMPANY'S PLANS.

W. S. Fisher, President of the Enterprise Foundry Co., Sackville, N.B., is planning to visit the western provinces in February or March. Mr. Fisher reports that the volume of business done by his firm during 1911 exceeded expectations, but they are looking forward to making an even greater record during 1912.

They are also planning to make several changes in adding to their facilities, their stove plant being one of the best equipped on the American continent.

NEW USE FOR STOVE POLISH.

Polly Footlight—"Here, sister, is a package of stove polish."

Dolly Limelight—"Why should I need a package of stove polish?"

Polly Footlight—"Oh, to use on the range in your voice. It is getting a little rusty."

SALESMEN DISCUSS EFFICIENCY.

The conventions of Pratt & Lambert Salesmen at Chicago, Buffalo and New York certainly gave the New Year a proper start. With the enthusiasm generated no man should have departed for his territory minus selling inspiration.

This year the usual plan of bringing all men together for one meeting at Buffalo was varied, and three distinct conventions were held.

The first meeting was held in Chicago, January 2nd and 3rd, and the men from this territory gathered at the Chicago office for the business sessions, which were followed by a dinner and a bowling contest at the Chicago Association.

Then came the convention at Buffalo on January 4th, 5th and 6th, which was attended by those men travelling the Buffalo territory as well as the new men and the special manufacturing salesmen from all parts

given to explaining how this advertising would result in direct and immediate benefit to jobbers, dealers and painters. The well-defined P. & L. policy of thorough co-operation with the dealer was explained in detail.

Every man had his "say," and every man went back to his territory full of enthusiasm and well primed to meet the conditions of a New Year.

CRAGG BROS.' FIRE.

On Thursday night, January 11, a fire took place completely destroying the hardware store of Cragg Bros. Company, Limited, Halifax, together with the Herald Publishing Company's building and several other adjoining properties.

Cragg Bros. Company inform the Journal that they are going to immediately re-build an up-to-date store, which will be an eye-opener to the hardware trade of the Lower Provinces. It might be interesting to know



Executive Officers, Branch Managers and Sales Representatives of The Steel Company of Canada, Limited

Back row—Standing—W. F. Hodgson, Toronto; T. F. Hodgson, Ontario; W. D. Muir, Hamilton; C. G. Knott, Toronto; H. G. Rodgers, Maritime Provinces; W. J. Grey, Montreal; G. Spence, Hamilton; D. Languedoc, Ontario; F. J. Perego, Quebec; J. A. James, Ontario. Second row—F. B. Cowan, Gananoque Works; A. E. Blashill, Montreal; H. V. Hamilton, Hamilton; T. Moore, Belleville Works; H. M. Blaiklock, Montreal; C. E. Harrison, Hamilton; G. D. Hatfield, Halifax; O. J. Miller, Montreal; T. Blaikie, Montreal; J. H. Webber, Toronto; W. R. B. Leslie, Montreal. Third row—D. D. O'Connor, Hamilton; A. E. Hanna, Winnipeg; J. O. Callaghan, Canada Works; E. Hobson, V. P. and Genl. Manager; F. H. Whitton, Asst.-Genl. Manager; C. A. Birge, Vice-Pres.; E. H. McMaster, Montreal Works; J. B. Detwiler, Brantford Works. Front Row—W. C. Allen, London; A. J. Wood, Montreal; Geo. Miller, Ontario; H. Diplock, Montreal; W. A. Rowland, Swansea Works; A. F. Gingras, Montreal.

of the country. The Buffalo dinner was held at the Buffalo Club and a bowling contest there also supplied the recreation and entertainment.

At the New York office the eastern men gathered on January 9th and 10th, and after the business session there was a dinner, long to be remembered, at Delmonico's.

The key-note of these conventions was "Efficiency"—efficiency in manufacturing, sales and advertising. Mr. Andrews, President of the company, gave one of his inspiring talks at each meeting. Mr. McNulty, General Manager, pointed out in detail just how all lost motion in each phase of the business could be and was being eliminated.

The extensive advertising campaign for the coming spring was fully outlined and special attention was

that this fire did not originate in the hardware store but in a neighboring dry goods establishment.

Cragg Bros. Company had one of the most attractive hardware stores in the Lower Provinces. They are up-to-date in their business methods, and may be expected to rise superior to even their former condition.

HARDWARE FIRMS PLAY HOCKEY.

Howland's hockey team met Aikenhead's at Varsity rink on January 27. The game was very strenuous resulting in a score of 2-2 at half time. Aikenheads won out in the last half with a score 5-2.

Harmon and Smith for Aikenheads, and Jones for Howlands were the stars.

A very noticeable feature was that Howland's rooters need practice in noise making.



“GOOD WILL”

Just Another Name For Satisfied Customers

Your biggest asset is “satisfied customers.”

But you can never have many satisfied customers until you eliminate the petty mistakes which constantly occur in your store.

You can stop these mistakes, increase your profits, satisfy your customers, increase your good will with a

NATIONAL CASH REGISTER

People like to deal in stores where the National Cash Register is used. It gives an air of prosperity, stands for system, order, correct accounting, progressiveness, and is evidence of the desire to give a square deal to everybody concerned in every transaction.

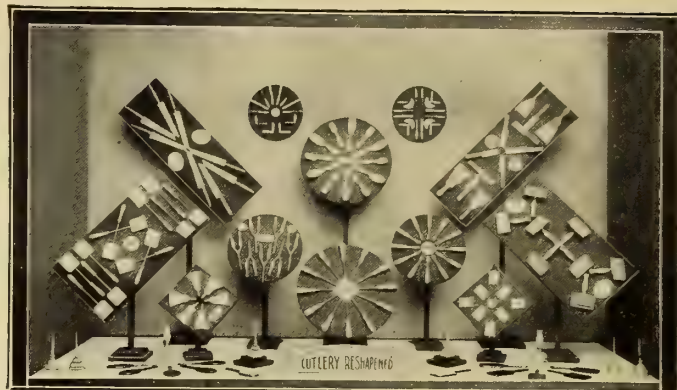
Do as the most successful merchants in Canada are doing—bring your store system up-to-date—put a printed receipt in every parcel. It costs you nothing to investigate and learn. A National Cash Register is paid for out of the money it saves you.

*Write to-day for Free Booklets and Information about
the National Cash Register which suits your business.*

The National Cash Register Company

Canadian Factory
TORONTO

F. E. MUTTON, Manager for Canada
285 Yonge Street, Toronto



Copyright 1910

Patented 1911

This is one of the 500 beautiful window trims that can be made with one set of "ONKEN Interchangeable YOUNITS"

"Better than Ever"

**I Can Show Any Hardware Man How
He Can Make His Show-Windows
Pay His Rent**

I can show him how he can make a different and beautiful trade pulling window-trim every week for the next ten years with a set of

"ONKEN" Interchangeable Wood Window Fixture "YOUNITS"

My set of Wood Window Fixture YOUNITS is made especially for the hardware trade with unlimited Interchangeable possibilities to the extent that you need never duplicate a single window trim.

No Experience is Necessary with these Wonderful Fixtures

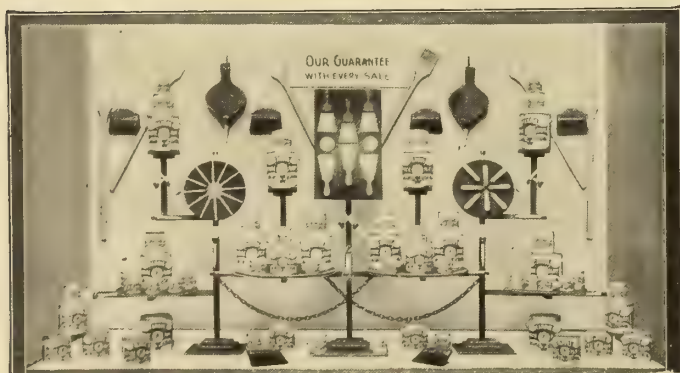
The inexperienced clerk can set up window trims with "ONKEN Interchangeable YOUNITS" as easily and as well as a professional window-trimmer. It becomes a mere matter of fifteen or thirty minutes' work to install the most attractive window-trim possible.

I have a book of designs showing 26 window trims I made with this set. Each trim is a practical and clever suggestion. I send one of these books free with each set sold.

Send for "A Message From Hell"

It tells all about "YOUNITS"

It will cost you nothing to get this valuable information outside of a two-cent stamp. Send the coupon in now because it is to your interest as well as ours that you acquaint yourself with the surest business-bringing proposition that has been put before the hardware trade.



Copyright 1910

Patented 1911

Another of the beautiful window trims shown in our book of designs.
This book sent free with every set.

THE OSCAR ONKEN CO.

775 Fourth Ave.

Cincinnati,

Ohio

U.S.A.

IS

THE

OSCAR ONKEN CO.

775 Fourth Ave.
Cincinnati, Ohio

Please send me free
Window Fixture Booklet

Order Through Your **JOBBER** or **DIRECT**

Name.....

Address.....

City..... State.....

Paintwise vs Otherwise

What is paint, anyway?

Of course, everyone knows the uses of Paint, but can every Hardware Dealer give a proper and intelligent definition of the thing he sells—*Paint*—What is it?

Then, what constitutes the best paint—and why?

If there was only one white pigment (susceptible to coloring matter) and only one binder (in liquid form), and neither could be improved, these questions could be easily answered.

If there was only one solvent for each solid substance, and only one re-agent to precipitate each separate solid, the question of chemical analysis, would be so simple that everyone, who could read, would be a chemist.

But unfortunately (or otherwise) this condition of affairs does not exist.

Of course, Hardware men are not required to be practical paint experts. However, the paint-intelligent Hardware Dealer has a decided advantage over his competitor in both the choosing and selling of paint.

The more a dealer knows about paint the more he will appreciate "High Standard" Paint. This point of performance is enough better than all dealers and users (paintwise or otherwise) can readily recognize its superiority.

The true statement that "High Standard" Paint gives best results is not always accepted by every Dealer until belief is compelled through investigation and comparison.

There are many features embodied in the "High Standard" Agency too pronounced in advantages for any Hardware Dealer to overlook. If you have any doubts, and are willing to be shown, write us, or—

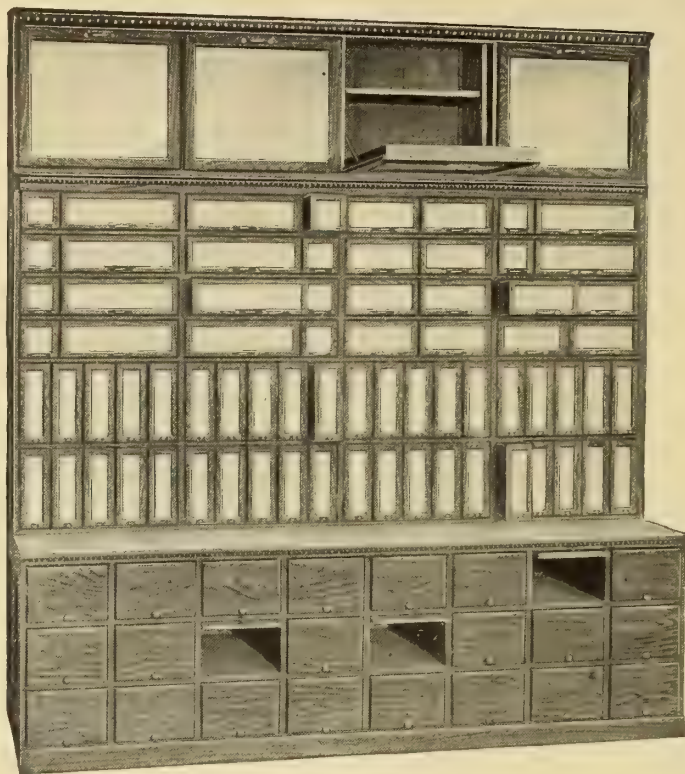
See us at the Guelph Convention—will be mighty glad to meet you



Lowe Brothers
LIMITED

Toronto

Dayton New York Boston Chicago Kansas City



BERLIN HARDWARE DISPLAY CABINETS

The convenience, economy and selling powers of Berlin Hardware Display Cabinets will appeal to every Hardware Merchant who aims at making the most of his business.

They make easy handling of large or small Hardware stock. Display the stock to the best advantage and stimulate trade by placing in full view of customers many lines that might otherwise be overlooked.

They are made up in convenient section lengths which may be assembled to give any length or height of case required.

We Manufacture a Complete Line of Hardware Store Fittings

DISPLAY CABINETS

For all Lines of Shelf Hardware

SHELF BOXES

SHELVING

NAIL COUNTERS

PAINT COUNTERS

SCREW & BOLT CABINETS

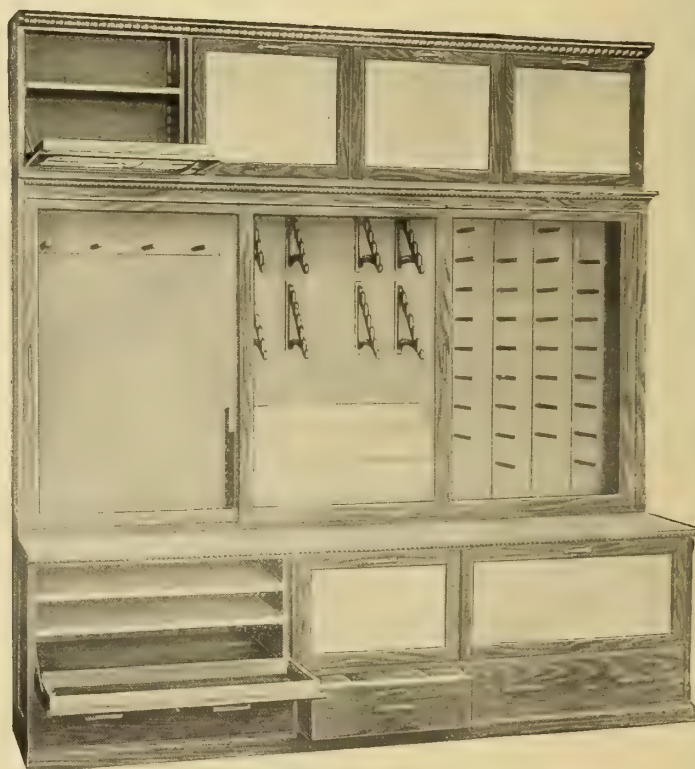
SHOW CASES

*Plans and Estimates
Submitted Free on request*

THE WALKER BIN & STORE FIXTURE CO., LIMITED

BERLIN, ONTARIO

Designers and Manufacturers of
Modern Store Fixtures





*Of Successful Paint Business
is the*

"Minerva Paint Line"

The Famous British Brand

which has stood the test since 1834. Quality products backed by energetic, forceful help in direct support of the agent's business, make the

Minerva Paint Proposition

a money-maker for aggressive dealers.

It will pay you to investigate before making arrangements for the coming season.

See us at the Hardware Convention, February 19th to 23rd.

*Note: All Minerva Paint Products are marketed
in cans containing full Imperial measure.*

PINCHIN-JOHNSON AND COMPANY

(CANADA) LIMITED

377-387 Carlaw Avenue - Toronto, Ontario

Established in England 1834

These Few Lines Mean Profit and Reputation To You

Your profit depends on your volume of business—your volume of business on the quality of the goods you sell. It's a wise business saying which runs: "Sell goods you **KNOW** you can guarantee." It's a sure road to success—the way of "International Products."



"ELASTICA" Floor Finish is the one perfect finish. It means satisfaction, a beautiful lasting finish on floors. "Elastica" is so tough, nothing mars it. Heels, scraping chairs, castors, leave no marks. And it is waterproof, never turns white or cracks. Be sure of the trade mark—no other is genuine.

"LACQUERET" is the Household Lacquer. It possesses exquisite color richness, wears surprisingly, and is easily applied. "Lacqueret" is the right thing for renewing dull and lustreless furniture, the marred chair, the scratched table, etc. It has a place in every household. How about the homes in your neighborhood.

"FLATTINE" Finish produces an even, full dead or flat appearance without the labor and expense of rubbing. It gives a beautiful dull tone over varnish or new work, and is very tough and durable—does not mar or scratch white.

"KLEARTONE" Stains (Acid or Oil) are acme of perfection in wood stains. They produce effects it has hitherto been unable to accomplish. "Kleartone" Stains are easily applied, and for depth, clearness and tone are unparalleled.

"SATINETTE" White Enamel never turns yellow. The beautiful interior finish of many of the first hotels, public buildings, hospitals and private homes testify to the superiority of "Satinette." "Satinette" is made for both interior and exterior work.

See Us at the Hardware Convention

All International Varnish Products are sold in cans containing full Imperial measure

INTERNATIONAL VARNISH CO. LIMITED

TORONTO - WINNIPEG

Canadian Factory of Standard Varnish Works

NEW YORK CHICAGO LONDON BERLIN BRUSSELS MELBOURNE

Largest in the world and first to establish definite standards of quality

I-94

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

S. F. Bowser & Co., Inc., Toronto, are distributing an interesting booklet entitled "Paint Oil Tank Talks," dealing with the reasons why it pays to install their measuring tanks.

Corbin Cabinet Lock Co., New Britain, Conn., have issued a new 160-page catalogue and price list of "Corbin" padlocks. Their extensive line of cast and wrought padlocks and assorted padlocks are reproduced in colors.

The Boeckh Bros. Co., Limited, Toronto, are sending to factory managers in all parts of the country a small catalogue showing their lines of paint, horse and stable brushes and factory brooms of all descriptions. The purpose is to aid dealers in selling brushes.

The Sherwin Williams Co., Limited, will send, free of charge, to their agents, their 114-page book entitled "Spraying, a Profitable Investment." This book contains complete information on the subject, and as this is a profitable line for hardware men to handle, the book is very useful. The spraying season is now in full swing and the different insecticides are in big demand.

The Delta File Works, Philadelphia, Penn., have adopted a new method of sending out their goods which greatly aids the retailer in selling their line. They are sending out their hand saw files, mounted three on a large counter card. This card has a bracket on the back which permits of it being stood on the counter, thus displaying the goods to better advantage and suggesting a purchase.

Catalogue No. 3 of the Stratford Manufacturing Company, Limited, Stratford, Ont., is just off the press and contains illustrations and descriptions of their complete line of lawn swings, ladders, sliding settees and lawn and verandah furniture. Several new goods have been added to the firm's line till now they have the most complete stock in Canada. This firm will exhibit at the hardware convention in Guelph next February, where a full line of their products will be shown.

Peart Bros. Hardware Co., Limited, Regina, Sask., have issued a novel greeting card in the form of a large blotter containing a handsome picture, a calendar of the month of January and a few words of greeting. This is the first of a series of these blotters which will be sent out each month during 1912. Attached to the blotter is an addressed post card containing several questions which retail hardware men are asked to answer.

This firm has been in jobbing business only about one year, but their success has been so great they are going into it on more extensive lines. Being located in Regina, in the heart of Saskatchewan, they are in a position to serve the great western territory in a most able manner. Their motto for 1912 is "Large stock, right prices, prompt and courteous service."

Their line has been trade marked "Rely-on, the Best for the West," and this will stand for Quality—first, last and always.

SIDE LINES ARE PROFITABLE.

Many hardware dealers, in addition to their regular hardware lines, find it profitable to handle different articles of everyday use that have a ready sale among a large number of their customers.

In the larger towns and cities, gas and electric fixtures are stocked, and in many cases installation work is done as well. A new alarm clock, largely advertised, has recently been placed on the Canadian market, and is now sold by hardware dealers in many towns. This, apparently, is an article that one would look for in a jewelry store, but the hardware merchant has many customers who never see a jewelry store once a year. When making other purchases this clock is shown and appeals to them at once.

In the western provinces practically every hardware



store has an agency for a gasoline lighting system, and this has been found a very profitable addition to their regular line. A portable table lamp is the newest device in this method of lighting. It makes its own gas and burns with a mantle the same as city gas. The lamp is very suitable for summer cottages, private residences in the smaller towns, and for the farmer. This lamp can be fitted with a great many different styles of fancy glassware and is really an attractive fixture, giving a pure white light of intense brilliancy.

The accompanying cut, manufactured by Rice-Knight, Limited, Toronto, gives an idea of this lamp, and this is one of the articles that can be profitably handled by the hardware merchant in eastern as well as western Canada.

An Absolutely Safe Paint



ENGLISH LIQUID PAINT

There should be no mystery about paint. No one, manufacturer or dealer, should ask you to take their judgment on paint and ask you to back their judgment with your own money. You don't run your business in that way.

Buy your paint on your own judgment. You are told frankly how "English" Liquid Paint is made and what it is made of.

There is a guarantee formula label on every can. You know that it is made of 70% pure white lead, 30% pure zinc white, pure linseed oil, pure turpentine and dryer. You know that it is free from adulterants. You know it is an absolutely safe paint. Come in for a color card.

BRANDRAM-HENDERSON, LIMITED.

ENGLISH

—The Paint With The Guarantee

The White base consists of

70% Brandram's Govt. Standard

30% Pure White Zinc

And the guarantee—signed by the Company—covers all shades, in addition to black and white.

ENGLISH LIQUID PAINT

BRANDRAM-HENDERSON, LIMITED.

ENGLISH PAINT

—That's The Paint For Me

—The Paint With The Guarantee

This good paint bears the Henderson

the white brandram-int is 70% white lead, 30% pure zinc white, pure linseed oil, pure turpentine and dryer. You know that it is free from adulterants. You know it is an absolutely safe paint. Come in for a color card.

Brockville.

ENGLISH LIQUID PAINT

5 Good Reasons why you should use it

- 1—because it is made of 70% White Lead and 30% Zinc White—the ideal proportion
- 2—because the only white lead used in it is Brandram's B. B. Genuine White Lead.
- 3—because it is the result of 31 years experience in mixing paints for the Canadian people.
- 4—because it is finer, more uniform, covers more surface, lasts longer and holds its color longer, than any other—more economical to use.
- 5—because it is guaranteed pure and the formulas printed on every can.

J. & T. M. Piper, will:

70% WHITE LEAD

30% ZINC WHITE

When you buy Paint, get the real thing

It is extravagant and foolish to buy and pay for paint, and instead of paint, get a mixture containing cheap adulterants. Pure paint—the real thing—spreads easier, covers more surface, and covers it better and wears longer than adulterated paint. Pure paint is far more economical to use. Pure paint gives the handsomest finish. Pure paint insures you against paint "troubles", the cracking, peeling, scaling, etc. that comes from the use of impurities. "English" Liquid Paint is pure paint—made from 70% pure white lead (Brandram's B. B. Genuine) 30% pure zinc white, pure linseed oil, pure turpentine and dryer. It will give you the greatest value for your money on your paint bill. Brandram-Henderson Limited, in 35 shades in all—Come in for a color card.

ENGLISH LIQUID PAINT

WHITE LEAD 70%

ZINC WHITE 30%

PURE PAINT 100%

Said the Painter—

"There is a great house paint. It is 'English' Liquid Paint made by Brandram-Henderson Limited, the same firm that make Brandram's B. B. Genuine White Lead. I never saw a paint before that it was so finely ground, that spreads so easily or covers so well. The shades are clean and clear and perfect, and the white—well, the white can't be beat."

I know why this paint is so good. The white base is 70% pure white lead, and 30% pure zinc white with pure linseed oil, turpentine and dryer.

The guarantee formula is on every can. That suits me. I want to know what is in the stuff I'm using on my jobs.

"English" Liquid Paint is most economical to use. Come in for a color card.

H. W. RALPH, Dundas.

ENGLISH LIQUID PAINT

A Pure Paint for a Model Job

You know what should be in good paint, and you have a right to know exactly what is in the paint you put up your good money for.

"English" Liquid Paint made by Brandram-Henderson, Limited, bears a guarantee label showing that the paint is 70% pure White Lead, 30% pure Zinc White, mixed ready for use with pure linseed oil, pure turpentine and dryer.

And all this is Brandram's B. B. Genuine Government Standard White Lead.

You know you are getting the best—a pure paint for a model job. Prices are right. Come in for a Color Card.

ENGLISH LIQUID PAINT

Said the House-owner:

"Give me ten gallons of 'English' Liquid White Paint."

"No, Sir! I won't take any other kind of paint, but if it is all right in every way, why don't the makers tell you, and tell me, frankly, what they are trying to sell us—namely, what is in the paint."

I always use "English" Liquid Paint because the guarantee formula is on the can telling me that it is made of 70% pure white lead, 30% pure zinc white, pure linseed oil, pure turpentine and dryer. I know this formula is the standard in paint making and I know that I am taking no chance when I use that kind of paint.

"English" Liquid Paint made by Brandram-Henderson Limited, is very economical to use. Come in for a color card.

Maxime Dube, Montmagny.

ENGLISH PAINT

"The old man knows good paint, you bet."

And knows just why "ENGLISH" Paint is so good.

The white base is 70% Brandram's B. B. Genuine White Lead and 30% White Zinc.

That's why "ENGLISH" Paint spreads so easily and covers so well.

And he knows it's a mighty comfortable feeling to buy paint that has a guarantee on the can, signed by the manufacturers.

Turner & Co., Truro.

One of the B-H Selling Helps

Well-written, illustrated ads. run in newspapers throughout Canada by Brandram-Henderson, Limited, to help Agents for B-H "ENGLISH" PAINT to get the largest share of the paint trade of their territory.

Write for the B-H Agency Proposition

BRANDRAM-HENDERSON LIMITED

MONTREAL HALIFAX ST. JOHN TORONTO WINNIPEG

Stall Nos.
90-91

McClary's Exhibit

Stall Nos.
90-91

at

The Hardware Trades Convention being held at Guelph, from 19th to 23rd Feby.

BRISTLES

*with entirely new and interesting lines of interest to
the progressive members of the Hardware Trade.*

We invite every person present to thoroughly examine every line exhibited.

Our Experts will be on hand and at your disposal to give fullest information.

**Take advantage of this opportunity to get full
instructions on all the points.**

See our 1912 series of Gas Cooking and Heating Appliances.

After seeing them you will agree that McClary's 1912 Gas Goods have no equal for Economy, Utility, Quality and Design.

McClary's latest Gas Ranges conform with every requirement of Domestic Science.

Note the New Enamel Finish

*The PANDORA and other famous McClary Ranges
will be shown and fully described*

McClary's

Stall Nos.
90-91

London Toronto Montreal Winnipeg Vancouver
St. John Hamilton Calgary Saskatoon

Stall Nos.
90-91

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Canadian Trade News

The Canadian Tube and Iron Co., Montreal, have started manufacturing nuts and bolts.

Steffens & Nolls, Berlin, Germany, manufacturers of carpenters', machinists' and plumbers' tools, builders' supplies, nail wire, corrugated sheets and heavy hardware, have opened an office at 59 St. Peter St., Montreal. W. Steffens is manager of the branch.

A license to do business in Manitoba has been granted the Capp Stove Co., Limited.

Purvis Bros., Limited, wholesale and retail hardware dealers, Sudbury, Ont., have issued a handsome calendar entitled "The Haunt of the Wild Fowl," showing a fine stretch of marsh land in the early dawn.

The North-West Stove Co., Limited, has been incorporated. Capital stock, \$15,000. Head office, Outlook, Sask.

The Cloisonne and Art Glass, Limited, have been incorporated. Capital, \$40,000. Head office, Berlin, Ont. They will manufacture all kinds of glass and glass products.

A nut and bolt factory is to be started in Owen Sound.

Oldring & Lowry opened a new hardware store at Orillia on February 1. Mr. Lowry has had experience on the road for H. S. Howland Sons & Co., Lewis Bros., and last year with Brandram-Henderson, Limited. Orillia is already pretty well supplied with hardware stores but the town is growing rapidly and the new firm ought to make good.

BUSINESS CHANGES

Eastern Canada.

Halifax.—Cragg Bros. suffered fire loss.

Granby.—P. Phoenix will erect new store.

Ontario.

Ottawa.—C. P. Wright succeeded by W. G. Charleson.

Bowmanville.—Rice & Co. suffered fire loss.

Ottawa.—T. W. Currier, of T. W. Currier & Co., deceased.

Leamington.—C. A. Willitts & Co. sold to Leamington Hardware Co.

Moorefield.—Malcolmson Hubert sold to H. W. Copeland.

London East.—Estate of Robt. Parsons sold to C. A. Willitts & Co.

St. Mary's.—St. Mary's Wood Specialty Co. suffered fire loss.

Fort William.—Fife Hardware Co. are dickering for a sight on which to erect a warehouse.

Dundas.—The Bernhardt & Gies Hardware Co., Preston, will open branch here.

Port Elgin.—Henry Copp sold out to the Trading Co.

London.—McLean Hardware Co. changed to Odell & Bennett.

Manitoba.

Birnie.—Birnie & Parsons sold to A. Kilborn.

Shoal Lake.—Eakins & Griffin suffered fire loss.

Winnipeg.—Canada Metal Co. establishing branch.

Plumas.—Williamson Bros.—Butchart Co. suffered fire loss of \$10,000.

Roland.—Jas. Mawson & Co. suffered fire loss.

Baldur.—H. Eggerton succeeded by Thos. E. Poole.

Saskatchewan.

Strassburg.—Rodgers Bros. suffered fire loss.

Saskatoon.—D. G. Ross succeeded by G. Sackville.

Drinkwater.—C. W. Thurston succeeded by John-son Bros.

Southey.—J. R. Blough has bought the Perkut hardware store.

Regina.—Read Bros. started plumbing and heating business.

Macklin.—Graham Bros. dissolved partnership, A. A. Graham continuing.

Vibank.—Edwards & King sold to Weisberger & Driscoll.

Alberta

Lethbridge.—Lethbridge Sporting Goods Co. discontinued.

Calgary.—H. S. Van Buran & Co. suffered fire loss.

Medicine Hat.—Marshall Hardware Co., Ltd., sold to Mitchell Hardware Co.

British Columbia.

Vancouver.—Standard Hardware Co. sold to J. Jackson.

Victoria.—Brooke & Barfield succeed Frank Keown.

Vancouver.—The B. C. Hardware Co. has erected a \$20,000 new building.

"HATCHIDIZED" BUTTS AND HINGES.

The Canada Steel Goods Company, Hamilton, are now manufacturing butts, hinges, staples, hasps, etc., by a new process called "Hatchidizing" which gives a rustless finish which indefinitely withstands rust, salt water, acid fumes or chemical contact.

The process is the result of long experiments by Arthur F. Hatch, manager of the company, articles finished by the process have been tested in Hamilton and on the coast for six years, before any attempt has been made to market "Hatchidized" goods. A large order has recently been shipped to Starke-Seybold & Company, Montreal, however, for delivery to firms at New Glasgow, N.S.

"Hatchidized" hinges will have a large sale on buildings, on gates, on farm implements, in fact everywhere that hinges come in contact with rain and frost, on account of the great advantages of new finish over galvanizing or any other process aiming to preserve the life of metal against the effects of weather.

Samples will be sent to any hardwareman on request.

A GOOD SEASON IN OIL STOVES.

In 1910, Brocklebank's, Limited, Arthur, Ont., sold only one dozen oil stoves. Last February they purchased from the Queen City Oil Co., Limited, a supply of stoves, and as a result of a demonstration conducted at the Arthur fair by Mr. Glover, demonstrator for the above mentioned oil company, their sales in 1911 amounted to several dozen.

At the same time as this demonstration was conducted, another one, in which coal stoves were used, was taking place in an adjoining booth. The success of the latter was not nearly as great as that of Brocklebank's, Limited.

Distinctive Door Sets

WELLAND
DESIGN

*ONE of our New Wrought
Designs for 1912*

Made in Brass, Bronze
and Steel in all finishes

The great notice they attract, emphasizes the importance of having the door sets as well as all the locks in a building, not only smooth and sure in action, but handsome in appearance as well. We invite architects and builders to examine our line of Builder's Hardware. They will be sure to find something in the wide range of designs that will be of great value for any particular work they have in mind.

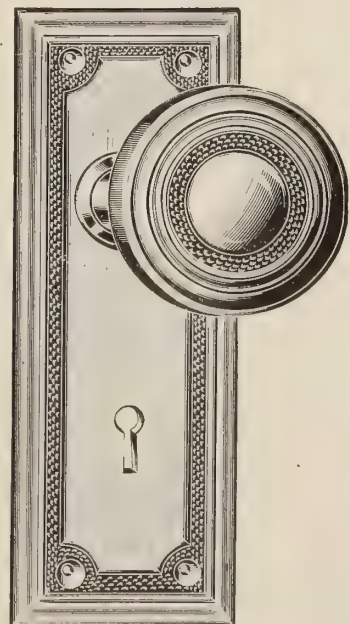
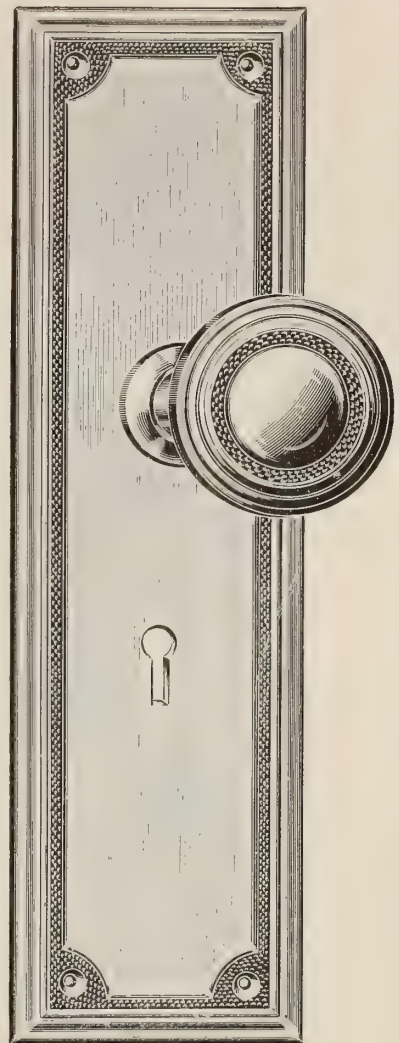
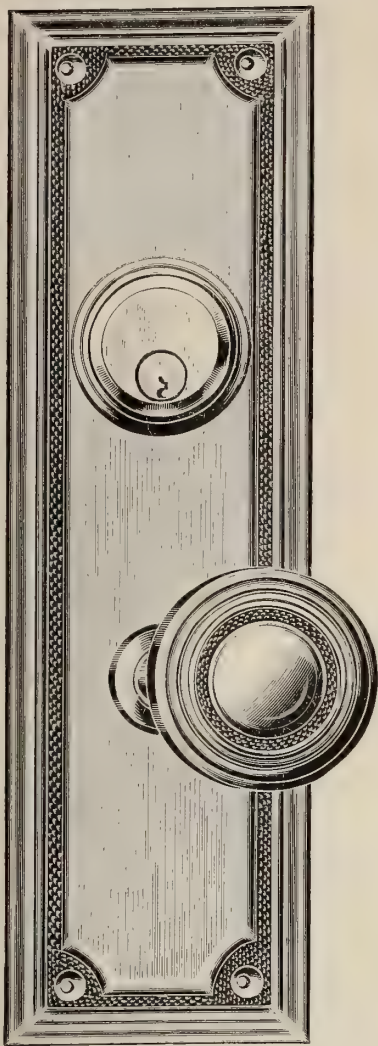
Write for our New
Catalogue No. 3

The
**Belleville Hardware
& Lock Mfg. Co.**
Limited

Head Office and Factory:

Belleville

Canada





PEARCY'S

PURE PREPARED

PAINTS

Alabastine
 Alum
 Axle Grease
 Beeswax
 Bluestone
 Borax
 Bronzes
 Brushes
 Bug Killers
 Bug Death
 Carbonizing Coating
 Chalk
 Chamois Skins
 Copperas
 Cutlery
 Glaziers' Diamonds
 Emery
 Rubbing Felt
 Fillers
 Galvanum
 Glues
 Jellstone
 Lacquers
 Gold Leaf
 Methylated Spirits
 Mortar Colors
 Oils, all kinds
 Pitch
 Plaster Paris
 Pumice
 Resin
 Rock Salt
 Epsom Salts
 Glauber Salts
 Saltpetre
 Sand Paper
 Shellac
 Silver Sand
 Steel Wool
 Sulphur
 Tar
 Turpentine
 Floor Wax
 Wood Alcohol
 Painters Cutlery, &c.

The **Pearcy Line** is one that is most satisfactory and profitable for Hardware and Paint dealers. The goods are put up in a most attractive manner, every can being in itself a silent salesman. You can make no mistake in sending in your order at once for:

Percy's Pure Prepared Paints
 Percy's Barn Paints
 Percy's Carriage Varnish Paints
 Percy's Coach Colors
 Percy's Enamel Paints
 Percy's Oil Colors
 Percy's Oil Stains
 Percy's Varnish Stains
 Percy's Varnishes

SOME OF OUR SPECIAL LINES

Berry Bros. Varnishes
 Johnson's Floor Wax
 "Old English" Floor Wax
 "Petrox" Sanitary Water Paint
 "Lingerwett" Paint and Varnish Remover
 Bell's English Ship Enamel

Our facilities for quick handling of orders unexcelled. Prompt shipment our specialty

SANDERSON PEARCY & CO.

LIMITED

Everything in Paints, Oils, and Glass

61-63-65 Adelaide Street West

TORONTO, ONTARIO

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

REPUTATIONS

**Are built of things already accomplished
Not Mere Statements**

It is all very well for a Manufacturer to endeavor to sell his goods, but he must deal with a Dealer that knows his business better than anyone else, and who is not likely to stake his reputation on another's "Say-so."

We don't expect any Dealer, particularly "A live wire," to take hold of our line unless we can show him plainly and conclusively that its sterling quality will pay him handsomely, and *keep on* paying him for years to come. When we first put

100% PURE

"The paint the people want"

on the market, some years ago, we did so without muck-raking our competitors—nor did we employ legerdemain methods—or make claims which the material in the can would not substantiate. Knowing the quality was unquestionably the best, we were perfectly willing to allow it to assert its

SUPREMACY

without courting Black art, and this it has done through all these years of unusual business success.

The making of paint when dismantled of its cloak of mystery—of the supposed magic hand that has created fortunes for some, is in reality mankind's ingenuity, developed along accurately gauged lines, gleaned from the school of actual experience, and it is just this knowledge of ours, acquired from 35 years of paint-making, that gives to the trade *SATISFACTION* justifying continued patronage.

While superior merit alone will sell paint after a fashion, still superior merit plus the most productive help in the way of honest, vigorous, convincing advertising will accomplish wonders. As we cannot possibly improve the honest quality of

100% PURE

"Cultivates the painter's interest"

we have been constantly hustling, thinking, working out ideas to help the trade and the way our sales have jumped ahead is substantial evidence that we have assisted our dealers in boosting their business.

After all, business success means—Satisfied patrons. The superior quality of Martin-Senour Paint 100% Pure accumulate sales and every sale widens the way for more to follow. Lost opportunities are full of regrets, so wear that contented look by writing for our proposition *NOW*—while you think of it.

THE MARTIN-SENOUR COMPANY, LIMITED

Pioneers of Pure Paint

Montreal

Chicago

Winnipeg

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

Pike Manufacturing Company of Pike, N.H., have recently placed a new oil stone on the market which will be known as the Pike India-Washita oil stone. Mechanics, in general, appreciate the finished lasting edge secured on a Washita oil stone, but have hesitated about buying one on the ground that it is a rather slow cutter. In this new combination, all the good qualities of the Washita are incorporated, and there is also the added benefit to be derived from a coarse fast-cutting India for grinding down dull tools or tools that have become badly nicked.

The India-Washita oil stone has been manufactured for several years on special orders and has given uni-



versal satisfaction wherever used. The manufacturers are thoroughly convinced that it will become a very popular and fast-selling article. The stone, complete, measures 7 x 2 x 1 and retails at \$1.25. Each stone is wrapped in paper and packed in a neatly printed telescope box. Further information regarding this new stone may be had by writing direct to the manufacturers.

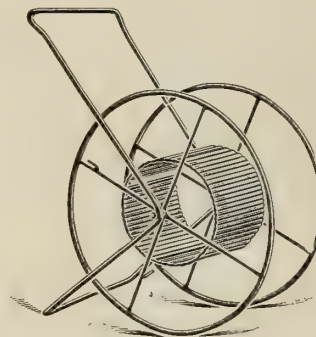
The Hero Manufacturing Company, Kensington, Philadelphia, Pa., are now manufacturing a collapsible drinking cup which should be an exceptionally large seller in hardware and specialty stores. Unlike other



collapsible cups the Hero is stein shaped, being larger at the bottom than at the top, and it also has a hinged handle which can be turned over into the body of the cup when collapsed and before the highly polished and well finished cover is sprung on to the base of the cup. In these days when sanitarians are raising such a cry against the dangers of the spread of disease by using

public drinking cups, hardwaremen should put into stock and aggressively push the sale of such articles as the Hero drinking cup which is shown in the accompanying illustrations.

McKinnon Dash Co., St. Catharines, Ont., are making a new all steel hose reel. It is simple in construction, being made of steel rods electrically welded into



three parts, the wheels and drum, handle and corrugated drum covering. There are no bolts, screws or cross grained wood to cause trouble. It is covered with Japan, carefully baked on, giving it a neat appearance. The wheels are 22 inches high, with 10-inch drum, giving a capacity for 100 feet or more of hose. The handle is 28 inches long and detachable.

The Glidden Varnish Co. who have recently erected a large addition to their Canadian factory on Wallace



Avenue, Toronto, are offering a display rack to their retail customers to help the sale of their new ten cent cans of that fast selling specialty "Jap-a-lac."

HOW DO YOU KEEP A RECORD OF STOCK?

It is better to have one man in the store looking after the stock than to have three or four, or more—one in each department.

A large retail hardware store in Ontario employs a man who does nothing else but keep track of the stock in the various departments. The manager of the store states this saves a lot of time and money. Whenever a person wants to know how much of a certain line is on hand, all he has to do is to ask the stockkeeper. He has or should have the figures right at his finger ends. He also knows what lines are "stickers" and when a traveller comes in, he knows just what lines to buy and what to refuse. Of course, in a smaller store, it would not require a man's whole time to look after this.

We would like to have a few words from our readers on their methods of keeping track of stock.

Here is **REAL** Selling Co-operation



The Power Behind the Can

Jap-a-lac Quality Jap-a-lac Advertising

New and broader plans to help you Mr. Dealer. Greater enthusiasm—more ginger—more genuine selling vim in the Jap-a-lac advertising campaign for 1912. That's the program.

The name Jap-a-lac is already a household word, and we are now using an educative campaign on the countless different uses of Jap-a-lac.

Did you ever stop to think that the constant year after year policy of our national advertising is a promisory note to your customers of the quality of Jap-a-lac?

Our Jap-a-lac Publicity will reach every home in Canada

Jap-a-lac has been advertised from the start, widely advertised. It has made its claims and made good on them.

Jap-a-lac stands by the dealer to-day — does this creative work for him — sends him buyers already convinced — good business because it is repeat business.

Ponder this over, Mr. Dealer. Isn't it worth while for you to co-operate in a campaign, the sole object of which is to make *more sales for you?*

A Better Deal on Jap-a-lac

Another thing Mr. Dealer, we are able to deal with you this year even more liberally than in the past. Our list price is lower and our dealer's profit is larger than ever before. It will pay you to sell Jap-a-lac—not only in the prestige and good business you will build—but on immediate sales.

Lower Prices to the Consumer

New Prices on Jap-a-lac

(FULL IMPERIAL MEASURE)

The Glidden Varnish Company Toronto, Ontario	List Prices		List Prices	
	One-half Gallon Can.....	\$1.75	No. 1 Gold.....	\$.25
	Quarts.....	.90	No. 1 Aluminum.....	.15
	Pints.....	.50	No. 2 Gold.....	.45
	1/2 Pints.....	.30	No. 2 Aluminum.....	.25
	1/4 Pints.....	.18	Model Floor Set.....	2.75

Gentlemen:

Please send us full particulars regarding your new Glidden proposition to retail Hardwaremen.

Name

Address

We are now offering Jap-a-lac for the first time in a special size which retails at 10c. each.

The Glidden Varnish Company

Factories: Toronto, Canada

Cleveland, Ohio



GLIDDEN'S Green Label Varnish Proposition to the Dealer Challenges Comparision

Why should you deal with Glidden? There's just one answer, Mr. Merchant, the quality of the goods and the profit to you.

The Glidden discount is so much more generous than the discounts offered by other varnish houses that not to handle this line means loss of money to you. In our advertising to the painters we challenge any painter in the land to send us a sample of any exterior varnish equal in quality to Glidden's M. P. Durable Exterior or any interior varnish equal to Glidden's M. P. Durable Interior or any floor varnish equal to Glidden's M. P. Durable Floor.

We give this Challenge bold advertisement in the Master Painter, The Painter and Decorator, The Modern Painter, Practical Decorator, Painters' Magazine, Cement World, American Carpenter and Builder, Building Management, National Builder, Etc.

This is the sort of challenge that shows **faith** in the **quality** of our goods and the Painter knows it.

Write for our new and most generous proposition to the trade on Green Label Varnishes, Endurance Wood Stains, Endurance Colorspar and specialties.

Glidden's Waterproof Flat Finish

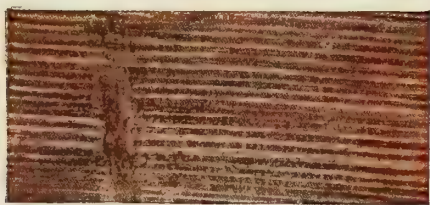
Is a line of Washable Waterproof Flat Oil Coating to decorate interior plaster and metal surfaces, it is made in twelve colors and white, applied with a brush same as paint, produces the most beautiful and durable finish in the world. Flows out smooth and free under the brush, is specified and used by the Largest Architects and Master Painters. We are constantly advertising to, and personally calling upon, the Architects and Master Painters, demonstrating and convincing them of the superior quality of our finishes. This cannot **help but** increase the demand for these materials which must mean dollars for you. *Fill in Coupon on page 110.*

THE GLIDDEN VARNISH COMPANY
TORONTO CANADA

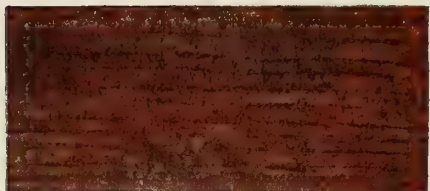
Glidden ENDURANCE WOOD STAINS

These wood stains mark a distinct achievement. They are superior in every way to any other wood stains that have ever been placed on the market. They are *better* than water stains, *better* than oil stains and *better* than spirit stains. They are absolutely *new*, *unique* and *original*. We are advertising them fearlessly—far and wide—as the finest wood stains in the world. On

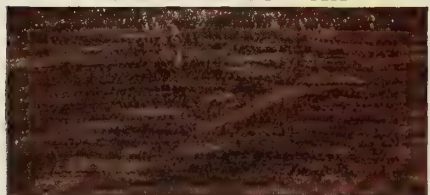
COLOR CARD



LIGHT GOLDEN OAK



DARK GOLDEN OAK



WEATHERED OAK



KRESS GREEN



FUMED OAK



MISSION OAK

this page we reproduce, as closely as possible, the appearance of these stains, but no reproduction can possibly do justice to their richness and softness of tone, nor their wonderful wearing properties.

The demand for Glidden's Endurance Wood Stains grows greater every day and letters keep pouring in constantly complimenting us on their remarkable beauty and durability and on the fact that they do not raise the grain of any wood and that they do not injure the finest varnishes. But the point of special interest to you as a merchant is that our special offer on Glidden's Endurance Wood Stains makes it literally possible for you *to grow two profits where one grew before*.

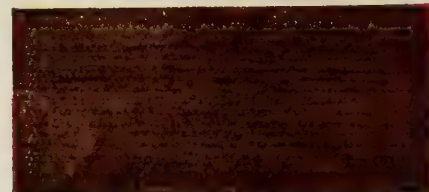
If you don't take advantage of this proposition, you are overlooking the best offer that has ever been put before you.

Fill in the coupon on page 110 and full information will be sent you.

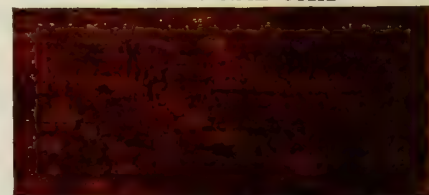
COLOR CARD



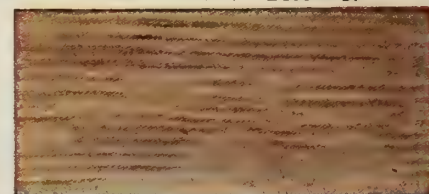
EARLY ENGLISH



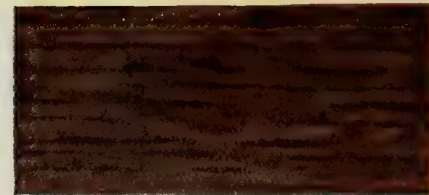
CATHEDRAL OAK



WEATHERED BROWN



SILVER GREY



FLEMISH OAK



BLACK FLEMISH OAK

THE USE OF WINDOW AND STORE FIXTURES.

There is an old saying that "Goods well displayed are half sold." To sell your goods you must display them and display them attractively. You will get a better class of trade and better prices. It costs but a trifle more to fit up your store neatly, and the difference in profits will warrant the extra expenditure. It is human nature to desire those goods that look well in the store. From the child who sees the candy, to the woman who buys all the household goods, the same instinct runs through all.

A lot of goods thrown into a window in shoddy fashion will not attract the same attention as would the same lot neatly arranged on fixtures. Take a walk in any city, town or village and you will always find that the successful merchant is the one who is up-to-date in his window trimming. A good display promotes business. There are many merchants who advertise continually and talk "quality"; yet put their money into cheap window fixtures, thereby contradicting their "quality" talk.

The window should be given even more attention than the inside of the store. It is the part that most people see, and if the display in it is not a neat one, it is almost certain that the inside of the store will correspond. One only has to look at the windows of the stores on the main streets in the cities and larger towns to see the attention merchants devote to them.

The reason rents are so high on principal streets is that the displays in the windows are seen by many more people than those in the stores on the back thoroughfares. The merchants realize this and use the windows for all that is in them, making the displays as attractive as possible. This can only be accomplished by the use of good fixtures.

There are many merchants who believe that a good window display is better advertising than newspaper space. This, however, is a matter of opinion. The following story related by the late Samuel Clemens (Mark Twain) contains much wisdom.

"When I was editing the Virginia City Enterprise," said Mark, "writing copy one day and mining the next, I tried in many way to drive home the fact that advertising pays. One day I received a letter from a subscriber, saying that he had found a spider pressed between the pages of his paper. He wanted to know whether this signified good or bad luck. I replied to him through our Answers to Correspondents columns as follows:

"Old Subscriber.—The finding of a spider in your copy of the Enterprise was neither good luck nor bad. The spider was merely looking over our paper to find out what merchant was not advertising in it, so he could spin his web across his door and live a free and undisturbed existence forever after."

There are no cobwebs across the door—or windows either—of the live, alert window-dressing merchants. That's the best advertising; it draws the crowds and that's where the money lies.

It is only within comparatively recent years that hardwaremen have taken up window-dressing to any extent. Not many years ago, hardware dealers would "throw" a few articles into a window and let it go at that. To-day, however, hardware windows are being made just as attractive as those of any dry goods store.

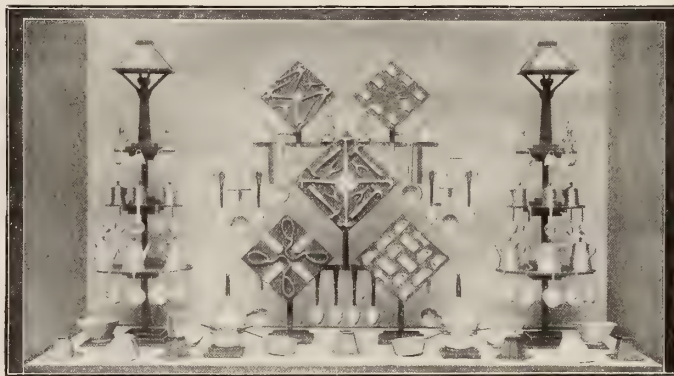
While there are a great many hardware dealers who have attained a marked degree of proficiency in the art of window-dressing, through persistent effort and study of what constitutes a well-dressed window, there are a vast number of merchants who, if they were pro-

vided with a volume containing illustrations and descriptions of up-to-date window displays, could design and instal window displays which would multiply their sales.

It is just as necessary to change your window display as it is to change your advertisement in the daily or weekly newspaper. Change is the order of the day. Modern fixtures permit ceaseless changes, overcome sameness and make new and original designs easy to execute.

The Interchangeable Wood Window Fixture YOUNITS manufactured by the Oscar Onken Company, Cincinnati, Ohio, enable the hardware merchant to make his window displays as attractive as any in the town. They are so simple to put together that a clerk can put a window-trim together in from fifteen to thirty minutes, without the aid of a tool. These fixtures are made for all branches of trade, but design book No. 10 is of particular interest to hardware men. It shows photographs of twenty-six hardware window-trims all made with Onken Interchangeable YOUNITS.

These fixtures are made of solid oak. The hardware set consists of 150 YOUNITS, with which a different window-trim each week for the next five years can be



A Hardware Display arranged with Onken YOUNITS

made, besides hundreds of odd fixtures in large and small sizes. The cost of a set of these YOUNITS is \$40, which is less than the cost of a dozen metal fixtures that are not interchangeable. There is no limit to the number of different fixtures which can be made with Onken Interchangeable YOUNITS. Another feature is, that being made of oak (in mission finish and design) they cannot tarnish or rust.

Each trim shown in the book that comes with a set of fixtures suggests new designs just as easily and quickly made. With this outfit the window-trimmer can follow the suggestions in the book for twenty-six weeks, having an entire change each week, at no time using all of the YOUNITS in the set.

ONE MAN'S METHOD.

W. F. Albert, head of the window trimming department in the Macy store in New York, says he never pays the slightest heed to goods that are advertised. "The newspaper reader comes to the store to buy those things," he says. "They are half sold before he or she comes. Before entering the store our windows suggest a lot of other things we have for sale, and that to my mind is the secret of successful merchandising and getting the benefit of so many feet of display, worth so many dollars a foot, according to location of the window and the store. Generally I use only merchandise in our displays, without resorting to mechanical or artificial accessories."

Market Situation

Good Outlook for Spring Hardware.

Business seems to be opening up a little brighter than in 1911. As far as the month of January is concerned the results are ahead of 1911. On account of stock-taking and seasonable quietness business is never very brisk during the first month of the year.

There are very few radical changes in prices on any lines, but the tendency of the manufacturers is upward and the cost of laying down English and foreign goods on account of increased ocean freight rates, cost of material, etc., is greater than it was this time last year. Cutlery manufacturers, in particular, have put up all their prices and there may be further advances before long.

As a general rule, collections are good, though, of course, there are some delinquents.

There has been an extra good trade in seasonable goods such as horse blankets, sleigh bells, lanterns, etc., during January. This has been caused by the unseasonable weather during December. Had the weather been better during the latter month, all business in these lines would have been over.

There is not much doing in spring goods, such as garden tools, hose, etc., but from orders to hand for future shipment, prospects are very bright.

Builders' hardware is moving fairly well for this time of year, though nothing startling is noticed.

Trade in hockey sticks, pucks and skates continues excellent. This season has been an excellent one and dealers report a very satisfactory business.

Kitchen goods are having a good sale and the demand is coming in a nice, even manner.

* * *

Advance in Wire Products in the U.S.

The advance in wire products of \$1 a ton, made with the nominal date of January 23rd, is understood to find stocks in the hands of jobbers and retailers at a low ebb, promising liberal specifying during the regular 60-day period against contracts on the \$1.55 basis made on the eve of the advance to \$1.60. It is believed that the \$1.60 basis will be well maintained when the usual contracts have been closed, most of this business having been done already. Demand for wire products has been fair in the past couple of months, deliveries being made on contracts booked at the lowest figure. However, the market is not perhaps in altogether as strong a position as it was a year ago, when a somewhat similar advancing tendency appeared in quotations.

* * *

Pig Iron Firmer in Canada.

There is not a great deal of business being done in pig iron. This is to be expected, a large amount of business having been placed for delivery the first half of the year. The result is that the furnaces are well booked up with orders into May and June.

The tone of the market is stronger than it was a month ago and prices are probably 50 to \$1.00 a ton higher. We hear of an odd order or two going through at \$17 at the mills for lots of two and three thousand tons. A month or two ago sales were being made at 50 cents to \$1.00 a ton less. In some instances \$17.50

at the mills is being quoted, but we hear of no transactions at that figure.

British pig iron is quoted f.o.b. Toronto small lots as follows: Middlesboro, \$19.78; Glenarock, Scotch, \$22.75.

* * *

Sheets and Plates Higher.

Prices are from 7½ to 12 per cent. higher and the mills are not inclined to accept business at a lower figure. The demand for sheets and plates is fairly seasonable and would be better were there a certainty that the improvement in trade conditions in the United States was permanent. The mills in the United States are still booking orders for delivery during the next three or four months.

Steel sheets are quoted on the following basis, plus duty: 11 to 12 gauge, \$1.85; 13 to 14 gauge, \$1.90; 15 to 16 gauge, \$2.00; 17 to 21 gauge, \$2.10; 22 to 24 gauge, \$2.15; 25 gauge, \$2.20; 26 gauge, \$2.30; 27 gauge, \$2.35; 28 gauge, \$2.45. From stock Toronto we quote: 10 to 12 gauge, \$2.45; 14, \$2.30; 16, \$2.35; 18 to 22, \$2.45.

Galvanized sheets are quoted on the following basis at the mills: 11 to 12 gauge, \$2.05; 15 to 17 gauge, \$2.20; 18 to 22 gauge, \$2.35; 23 to 24 gauge, \$2.45; 25 to 26 gauge, \$2.70; 28 gauge, \$2.90; 10¾ oz., \$3.20.

* * *

Bars.

There is a seasonable demand from the implement manufacturers. The enquiry for the spring trade has not yet set in, but it will probably be in evidence in another month. If anything business is rather better than it was a year ago.

The ruling quotation for carload lots, f.o.b. Hamilton, London, Toronto and Montreal is \$1.75 to \$1.80, while from stock Toronto the idea is all the way from \$2.10 according to quantity and customer.

* * *

No Material Change in Metals.

The metal situation remains the same and there is no material change in prices. While, of course, prices fluctuate from day to day, the average stays around the same figures. The volume of business being done is very satisfactory. January never is a very heavy month, buyers of metal being busy cleaning up the past year's business, taking inventory, holding annual meetings, etc. However, the prospects for 1912 are bright and indications point to a good year.

The local tin market is quite firm with a fairly active demand. The primary markets are fluctuating considerably but the situation here remains the same.

Copper continues in good demand and the local market is firm. Like tin, however, the primary markets are in a rather unsettled condition, but, so far, conditions here have not been affected.

The demand for spelter is very good and a slight feeling towards lower prices is noted.

Lead is firm with a good brisk demand. No change has taken place in local prices but there is a feeling in some places that a rise will be seen before long.

Tin plates, solder, trimmings and other tinsmiths' supplies are moving freely. In spite of the present high prices of tin, prices on these goods have not advanced, but it is not at all unlikely that they will before long.

Where "QUEEN'S HEAD" Sheets are Packed



Every Sheet rigidly inspected

Every Sheet guaranteed

JOHN LYSAGHT, Limited
Makers
Bristol, Newport and Montreal

A. C. LESLIE & CO., Limited
Montreal
Managers Canadian Branch



Sheet Metal Building Material

"Eastlake" Steel Shingles
Metallic Sidings
Metallic Ceilings
Corrugated Iron

ALSO SPECIAL WORK SUCH AS

Cornices Skylights Ventilators

Catalogues and Price Lists gladly
sent to the trade on request.

Quality Goods Only,—No Cheap Trash

The
Metallic Roofing Co., Limited

Manufacturers

TORONTO, ONT.

WINNIPEG, MAN.

C73

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited
46 Adelaide Street West, Toronto, Ont.

We manufacture all kinds of Oil
Cans, including Heavy Steel
Copperized Oilers, Can Screws
and Stove Wire.

Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

Linseed Oil Situation.

Linseed oil is causing a lot of controversy among jobbers and dealers, the situation being such a peculiar one. In the first place, the price just now is considerably below the English price, while usually it is just low enough to keep the English oil off this market. But now that there are three or four crushers being operated in Canada, the competition is so keen among them that prices are being kept down. As a result not much English oil is being offered here.

The crop last year in the Canadian West was a fairly good one, but, for various reasons, it was not harvested in time and suffered considerable damage from frost and hail. Even now there is a lot of seed lying under the snow, owing to the fact that growers were unable to get the seed forward to the elevators. The facilities for moving the seed were not as good as usual on account of the railways being overloaded with wheat, which they were more anxious to move.

In view of this and as seed will have to be imported from foreign countries, it looks as if there will be no cheap oil in the spring. However, the situation is problematical as some growers may have stocks of seed which they are holding back. Whichever way it goes, however, it will not materially affect the price of paint, as most paint manufacturers have already contracted for their supply of oil. The jobbers, however, haven't much oil, they having held off buying in anticipation of lower prices after March 1. Their anticipations, however, are not likely to be realized.

The amount of flax seed imported into Canada during the fiscal year ending March 31, 1911, totalled 174,157 bushels, valued at \$347,072. Of this amount 118,621 bushels was from the United Kingdom, 44,927 from British India and 10,609 bushels from United States. This year the amounts will be much larger as the figures for the first eight months of the present fiscal year already total 245,700 bushels, valued at \$544,626.

Not only the seed, but raw and boiled linseed oil is imported annually in large quantities. For the last fiscal year the figures show 3,748,646 lbs. brought in. This is valued at \$330,840.

As stated above, large importations of seed will have to be made this year, but from what country is hard to say. The crop in the States is about 20 per cent. below the average. It is estimated that the crushers in that country will require 20,000,000 bushels, while the crop only totals 13,500,000 bushels. Where they are going to get the other 6,500,000 bushels is causing some worry. It is certain that we will be unable to get any from that country.

The Argentine crop did not come up to expectations. Owing to heavy rains, the grain in many parts of that country was damaged considerably, and it is now estimated that the surplus for export will not total more than 22,000,000 bushels. The best part of this will go to United States and Europe. If the States takes 6,500,000 bushels of this it will only leave 15,500,000 for other countries.

Every year Europe uses somewhere around 40,000,000 bushels of seed, and even if they get the 15,500,000 bushels from Argentine and India's surplus of 16,000,000 bushels, this will only give them a supply of 31,500,000 bushels. Where the other 9,000,000 bushels is to come from is hard to see. Russia never has more than 5,000,000 or 6,000,000 bushels to export, and this year the crop is lower than usual. Putting it at the high figure of 6,000,000 bushels, it would still leave a deficiency of 3,000,000 bushels in Europe. Canada usually has a small amount for export, but this year this

will be impossible, so some country must go short, which, of course, means higher prices.

* * *

Paint, Oil and Turpentine.

Trade has opened up well, and all lines are moving fairly well.

Travellers report that prospects for spring business are excellent and everything looks brighter than it did at this time last year.

The linseed oil market is fluctuating considerably and the situation is a peculiar one. In spite of poor crop prospects, prices remain low, due to keen competition among Canadian crushers. On January 31st prices were 96 cents for raw and 99 for boiled. According to one jobber, this price is lower than the cost warrants. The whole situation is a problem, and dealers are not advising customers to purchase any more than their immediate requirements as there is a very slight chance of cheaper prices next spring.

Turpentine has been getting weaker and weaker, until now the current price is 70 cents. It usually is strong at this time, and at the corresponding period last year was selling at \$1. The use of substitutes and a little over-cornering is blamed largely for this. When manufacturers held back supplies and put up the price, it gave the substitutes a good chance to get in and they are now in good and strong. Another reason given is the fact that dealers in Jacksonville and Savannah are trying to secure orders for May to August business.

White lead is still at \$6.90. The market is firm and steady and it does not look as if it will go higher.

* * *

Glass Situation Improving.

According to dispatches to hand, the Belgian window glass industry is improving. A couple more factories have joined the syndicate and this mutuality, as it is called over there, now controls 95 per cent. of the annual output of 410,000 square feet of glass. It is altogether likely that prices will take a jump now that one concern controls the business. The way they work now is that as soon as they see there will be more glass than is needed, they make one factory shut down and simply compensate the owner. This means increased steadiness in the market and it does not look as if there will be lower prices; in fact it is altogether likely they will advance as they have only been kept down to their present level by reason of some stocks which were purchased previous to the last advance.

H. S. HOWLAND'S BOWLING TOURNAMENT.

The H. S. Howland Sons & Company bowlers held their annual ten pin tournament at the Athenaeum Bowling Club on January 26; the winner turning up in J. Tucker of the pricing department. W. Paton, manager of ceremonies, finished second, while Lawrey of the warehouse staff was third. Wright of the travellers won fourth, and Bain of the checkers grabbed off the fifth prize. Hodgson of the warehouse won sixth. A very enjoyable evening was spent, due, principally, to the able manner in which Mr. Paton looked after every detail and all the players are looking forward to the next meeting, which is expected to be a regular feature for the H. S. Howland Sons & Co., Limited, staff. The most noticeable feature of the game was the way in which the young bowlers climbed up in the totals while the older hands strived to hide their lights under a bushel.



TALKS ON PAINT SELLING

No. 6

In the interest of good sense, not to say strict integrity, do not be misled by the phrase "Pure Paint."

There is no more meaningless phrase in the language than this. As well talk of a "Pure House" or "Pure Clothes."

Only a single element can be spoken of as pure. Paint is a combination of many elements. While each of these materials may be individually spoken of as "Pure," their combination eliminates the possibility of a single standard of purity. Thus the phrase means nothing.

The Sherwin-Williams Co. places a standard of purity on each of the raw materials used in its products,

which, in combination with the formulae that are based on more than forty years' varied experience, has resulted in a line of paints and varnishes whose fine quality becomes evident to every user.

Is the Sherwin-Williams Agency still open in your locality?

THE SHERWIN-WILLIAMS Co.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

SEE "M-L PAINT" AT THE CONVENTION

GUELPH, FEB. 19, 20, 21, 22, 23

THE dealer who wants to know the profit-line in paints and varnishes, ought to see the M-L Exhibit at Guelph. Here are good paints and varnishes—made to help the dealer by giving his customer wear and service. Come to Guelph. Come, too, and see Maple Leaf products.

M. L. FLAT WALL, a clean-like-glass wall paint for plaster, burlap or wood, in beautiful interior shades. Sanitary, clean, and adapted to stenciling.

M. L. PAINT is best-lasting exterior paint, improved during 20 years of careful tests. The kind that helps your business when you sell it. Ready to use.

FLOORGLAZE, a flint-hard glass-like and beautiful floor finish that applies easily, stands wear, resists scratches. Best interior floor finish.

ELASTILITE, an indoor or outdoor varnish that is applied easily and perfectly. You can guarantee it. It gives every satisfaction. A beautiful finish.

In addition, the best thinners, and auxiliary lines needed in a fully stocked and up-to-date paint department.

See all these at Guelph.

THIS is an aggressive concern selling paints, in a helpful way for the retailer. Quality is kept up. Selling aids are given. We believe in giving the retailer the best possible goods, because it builds his business, and therefore builds ours.

New Help for the Retailer

WE have added a decorative service department. It is free for our customers. By it a painter or dealer is told how to decorate any house. He is given shades, quantities, proper materials, stencil designs, stencil colors, to suit any room. This makes such a good job, from expert help, the dealer and painter get bigger local business. We help our customers to decorate right. Send us your problem to Toronto office.

Imperial Varnish & Color Co., Limited

6 to 34 Morse Street, Toronto

Winnipeg:
108 Princess Street

Vancouver:
365 Water Street



CLASSIFIED ADVERTISEMENTS

Advertisements under this head ten cents per agate line each insertion. About ten words to one line. Remit when ordering.

SALESMAN WANTED

TO CARRY AS A SIDE LINE a legitimate and good selling article: Good commission. See advertisement page 96 this issue, THE OSCAR ONKEN CO., Cincinnati, Ohio.

BUSINESSES FOR SALE

FOR SALE—Hardware, Stove and Granite Business. Established thirty years, doing a splendid business, stock will run about seven thousand and in fine shape. Yearly turnover twenty thousand; good store, can be rented or bought; fine farming country. This business will stand closest inspection. At rate on the dollar. Wish to retire. D. FERGUSON, Teeswater.

HARDWARE STOVE AND TINWARE BUSINESS—Established twenty-two years, doing a cash business last year of forty-five thousand. Stock will run about eight to ten thousand, good shape. This is a money-maker to a good, live man. Good reasons for selling, splendid farming community. If interested would like to show you this business. Splendid store can be rented or bought. O. B. HENRY & Co., Drayton, Ont.

BUSINESS CHANCE IN WESTERN CANADA

A young hardwareman with experience is wanted to take charge of hardware store in new town in Saskatchewan, either on straight salary or on a basis of 50 per cent. interest in the business in addition to salary. Must be able to prove reliability and capability. Address P. H., Room 410 McKinnon Building, Toronto.

SITUATIONS VACANT

STEADY employment for Tinsmith who wants work in city. McLEAN'S HARDWARE, 305 Roncesvalles Ave., Toronto.

WANTED—HARDWAREMEN—2, with four or five years' experience, retail or wholesale, for laying out orders wholesale warehouse. State experience and salary wanted. PEART BROS. HARDWARE CO., LTD., Regina, Sask.

COMMERCIAL PRESS, Limited

408 McKinnon Bldg., Toronto

Gentlemen:

Kindly add my name to the list of subscribers for CANADIAN HARDWARE, STOVE AND PAINT JOURNAL for one year for which I enclose \$1.00.

Name.....

Address.....

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured

67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

SPECIAL THREE MONTHS TRIAL OFFER

A three months trial will convince you that this is the most thorough and practical course in Sheet Metal Pattern Drafting to be had. I will send you the first three months work, consisting of the first 15 plates, 15½ in. x 18½ in., with instruction sheets for \$5.00. If you are in doubt as to whether this course is what you want, you may give it a three months trial without binding yourself in any way to complete the full 25 months course unless you wish to do so. The Foundation of Pattern Drafting is taught in the first three months work. Cut out this advertisement and enclose with a post office order for \$5.00 payable to G. L. Gray and the above mentioned three months drawings and instruction sheets will be sent you at once prepaid. This offer stands good for 30 days only from date of this issue.

GRAY'S SCHOOL 3537 THIRD AVENUE
NEW YORK CITY

If you want Strictly Pure Turpentine at the right price get our quotation before placing your order

Turpentine Producers' Agency

TORONTO, ONT.

Independent Distributors

Office: 14A Victoria St.

Warehouse: MacDonnell Ave.,

C. P. R. and G. T. R. Siding

Phones

Office: Main 4391

Warehouse: Park 2781



1912

The Greatest Year Ever For the Dealer Who Handles Sporting Goods

Lawn Tennis, Lacrosse, English and
American Footballs, Sporting Shoes of
all kinds, Hammocks and Croquet Sets

To the Trade

We have the best selling and most profitable line in
General Sporting Goods.

This combination appeals to everyone who desires to get
the trade at a **Good Profit**.

Special :—We are sole distributors for the **A. J. Reach
Co.'s Baseball Goods**.

Write us for our 1912 Baseball Proposition.
It is interesting and well worth sending for.

A. E. BREGENT

*Manufacturer of Athletic Uniforms and
Wholesale Sporting Goods*

192 St. Catharines St. E.
Montreal

Mail Orders Receive Prompt Attention



PREVAILING MARKET PRICES.

Toronto, February 10th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 08
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. . .	0 14½
Sheets, plain, 14 oz. base	0 22
Sheets, tinned, 14 oz. base	20 ½
Sheets, plished, 14 oz. base	0 28
Sheets, braziers.	0 23
Bars, round ½ to 2 in. .	0 21
Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, Toronto	2 90
All bright, 52 sheets. . .	4 00
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square . . .	5 50
24 gauge, per square . . .	4 50
26 gauge, per square . . .	3 50
28 gauge, per square . . .	3 30

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 10 cents less.	

Apollo brand	
24 gauge, American . . .	3 45
26 gauge, American . . .	3 50
28 gauge (26 English) . .	3 95
10 ½ oz, equal to 28 Eng. 4	25

Iron Pipe, per 100 feet—	
Black, base, 1 inch. . . .	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 05
Forged iron	2 20
Refined horseshoe iron. . .	2 30
Sleigh shoe and mild steel 2	15
Iron finished steel, 2 15	25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18	25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50

Lead, Canadian pig.	4 25
Imported pig, 100 lb. . . .	4 35
Bar pig	5 25
Sheets, base, 2 ½ lb. sq. ft. 5	00
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb.,	
24 ½ 26 ½	
Spelter, foreign, per 100 lb. 6	75
Sheet Zinc	8 50
Tin, ingots, 100 lb.	47 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	

Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—	
Retinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard

Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots.	7 35
72x30 up to 26 gauge,	
case lots	7 85

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire lb. 11 ½	
Light copper bottoms	09 ¾
Heavy red brass	10 ¾
Heavy yellow brass	08 ½
Light brass	06 ½
Tea lead	02 ½
Heavy lead	02 ¾
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap.	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00
1 00 1 10	
Chemicals, in casks, per lb.—	
Arsenate of lead	0 09
Sulphate of copper (blue	
stone)	0 07
Litharge, ground	0 51
Litharge, flaked.	0 51
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 09
Chrome, yellow, pure . . .	0 18
Golden ochre, pure	0 11
French ochre, pure	0 09
Chrome green, pure	0 14
French permanent green,	
pure	0 15
Signwriters' black, pure. .	0 17
Marine black, 25 lb. irons	
0 05	

Glue, in sheets.	0 10
1 lb. packages (Brantford)	
0 25	

Petroleum—	
Can. Prime white, gal. 0 12	
U.S. Water white	0 13 ½
U.S. Pratt's astral	0 15 ½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17 ½
Benzine, per gal, single	
bbls.	0 15 ½

Putty—	
1st.	2nd.
Bulk in casks	2 35
Bulk 100 lb. drums. . . .	2 70
Bladders in barrels. . . .	2 90
2 60	

Ready Mixed Paints—	
Per gallon, qt. tins. 1 65	
2 00	

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	5 00
Genuine, 100 lb. kegs,	
per cwt.	5 50

Shingle Stains—	
In 5-gallon buckets. . . .	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels.	0 71
Linseed Oil, single barrel,	
raw	0 90
Linseed Oil, single barrel,	
boiled	0 93

Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing . .	3 00
Elastic Oak	1 50
Furniture, polishing . . .	2 00
Furniture, extra	1 20
Furniture, extra No. 1 . . .	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85

Stovepipe varnish, ½	
pints, per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons.	
6 90	
Canadian pure, ton lots. . .	6 75
Canadian pure, five ton lots.	
6 60	

White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07 ½
Pure, in 25-lb. irons	
(in oil)	0 09 ½

Window Glass—	
United Inches	
Star	
D.D.	
Under 26	4 25
26 to 40	4 65
41 to 50	5 10
51 to 60	5 35
61 to 70	5 75
71 to 80	6 25
81 to 90	7 00
86 to 95	15 00
91 to 95	17 50
96 to 100	20 50
Toronto, 25 p.c.	

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09 ½
Pine tar, ½ lb. tins, doz. 0	60
Plaster of Paris, bbl. . . .	3 00
Paris white, bbls.	0 90
Whiting, gliders, bolted. .	1 00
Whiting, plain	0 70

Adzes — Carpenters', per	
doz.	12 50
14 00	

Axes — Single bit,	
per doz.	6 00
9 00	
Double bit, per	
doz.	10 00
12 00	
Bench axes	6 75
10 00	
Broad axes	22 75
25 00	
Hunters' axes	5 00
6 00	
'Boys' axes	5 75
6 50	
Lathing hatchets 4 70	10 00
Shingle hatchets. 1 45	6 75
Claw hatchets	1 70
5 00	
Barrel hatchets	5 50
6 85	

Ammunition—"Dominion" Rim Fire	
Cartridges and C.B. caps, 50, 10	
& 2 ½ p.c.; B.B. caps, 50, 10	
and 2 ½ p.c.; Centre Fire Pistol	
Cartridges, 25 and 2 ½ p.c.;	
Centre Fire Sporting and Military	
Cartridges, 10 and 10 p.c.;	
Primers, 10 and 2 ½ p.c.; Brass	
Shot Shells, 45 and 12 ½ p.c.;	
Shot Cartridges, discount same	
as ball cartridges.	

"Crown" Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 35	
p.c.	

Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs., 25 per	
cent; net extras as follows: Chilled,	
40c; buck and seal, 80c; No. 28	
ball, \$1.20, per 100 lbs.;	
bags less than 25 lbs., ½ c. per	
lb. Add freight to Toronto 15	
cents 100 lbs.	

Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 47 ½; Gil-	
mour's auger, 60; Rockford's	
auger, 50 and 10; Gilmour's car,	
47 ½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	

Barn Door Hangers—	
Double strap hangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25

Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
70 p.c.	
Carriage Bolts, 7-16 and up,	
70 p.c.	
Carriage Bolts, Norway Iron (\$3	
list), 60 p.c.	
Machine Bolts, ¾ and less, 60,	
10 & 10 p.c.	
Machine Bolts, 7-16 and up,	
60 p.c.	
Plough Bolts, 55, 5 & 10 p.c.	
Blank Bolts, 60 p.c.	
Bolt Ends, 6 Op.c.	
Sleigh Shoe Bolts, ¾ and less,	
60 and 10 p.c.	
Sleigh Shoe Bolts, 7-16 and	
larger, 55 and 05 p.c.	
Coach Screws, new list, 7 p.c.	
Nuts, square, all sizes, 4 ½ c per	
lb. off.	
Nuts, hexagon, all sizes, 4 ½ c	
per lb. off.	
Stove rods, per lb., 5 ½ c to 6c.	
Stove Bolts, 80.	

Wire Nails base	2 30
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.85.	

Annealed Wire, base \$2.35.	
-----------------------------	--

Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13 ½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per	
100 ft,	

Coiled Spring Wire—

High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal.	

Fine Steel Wire—25 per cent.	
------------------------------	--

Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—2-in. mesh, 19	
w.g., 60 and 2 ½ p.c.	

Smooth Steel Wire—base, \$2.35.	
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Wire Fencing, car lots—Montreal.	
Galvanized, barb	2 30
Galvanized, plain twist . .	2 60

Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	

Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—	
Galvanized	2 85
Plain	2 60
Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 3	55
Saw vise	4 50
5 00	
Blacksmiths', 60; parallel, 45	
per cent.	

GENERAL HARDWARE.	
-------------------	--

Adzes — Carpenters', per

See the Pratt & Lambert Varnish Exhibit at Guelph

If your varnish sales for last year didn't come up to expectations—if you feel that your varnish department should be paying you more profits, see the Pratt & Lambert exhibit at Guelph. Talk to the Pratt & Lambert representative. Let him show you how the Pratt & Lambert Line means increased varnish sales and greater profits.

A Promise Made Good—300% Sales Increase Selling Assistance

Last Fall we promised Pratt & Lambert Dealers to triple the sales on Vitalite, The Long Life White Enamel in three years—just as we have done with "61" Floor Varnish before. Odds were against us. Trade conditions were said to be bad. We went ahead with a systematic, definite mapped out campaign of action—going straight after the varnish trade through every possible conceivable varnish selling channel.

We reached the painters with our special Pratt & Lambert Painters Magazine, Varnish Talks, reaching practically every painter in the Dominion—also through advertising in the painters papers. Then we went after the ultimate consumer through the great magazines reaching thousands and thousands of individual varnish users in the Dominion.

In addition we connected all this up with the dealer's store—with elaborate window and store display matter—with booklets, slips, newspaper electros, etc.

We went further. We furnished the dealer with personal service. Wrote his advertisements for him—planned special local campaigns for him.

Then our Architectural Department got into action. It went after the Architects to get them to specify Vitalite and Pratt & Lambert Varnishes on all new building work.

We Went Past the Mark

Now you ask how near to that 300% on Vitalite—our three years mark, did we get in these few months? *We not only got near it—we got it—got it in six months.* And all this in the face of adverse conditions. That's how the big profits are made for Pratt & Lambert dealers—how they can be made for you.

Pratt & Lambert Varnishes pay large yearly profits through quick turnovers and quality that makes trade that sticks. We want you to consider this; you must consider it or your competitor surely will.

And Now at Guelph

Find out! Remember you can talk with us about your varnish business. We want you to have the facts. The rest we'll leave to your good judgment.

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Bells—Door bells, push and turn, 45 and 10 p.c.	Hammers—Tack, iron, doz. 0 35	Cotton clothes line, 27½ off.	and 10; cheese box tacks, 87½;
Cow bells, 65 p.c.	Ladies claw, handled, doz. 0 60	Bag, Russian twine, per lb. 0 27	trunk tacks, 80 and 20; straw-
Sleigh bells, shaft and hames, pair, 22c. up.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 3-ply twine 0 26	berry box tacks, 80 and 10.
Sleigh bells, body straps, each, \$1.15 up.	Adze eye, hickory handle, 1 lb., doz. 6 25	Wrapping, cotton 4-ply twine 0 30	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Farm bells. No. 1. \$1.65.	Adze eye, straight claw, 1 lb., doz. 7 00	Mattress twine, per lb. 0 45	Tinners' Snips—35 per cent.
Building Paper, Etc.—	Farriers hammers, 10 oz., doz. 5 60	Staging twine, per lb. 0 35	Tinners' Trimmings—45 per cent.
Tarred slater's paper, per roll 0 70	Tinners setting, ½ lb., doz. 4 50	Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.	Plain and retinned, 75 and 12½.
O.K. paper, No. 1, per roll 0 75	Machinists, ½ lb., doz. 3 20	Iron Burrs, 60 and 10 and 10 per cent.	Traps (steel game)—Newhouse, 30 per cent.
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Pitch, Scotch, per 100 lbs. 0 65	Screw hook and hinge, \$3.50, \$4.50.	Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25	Stoves and Ranges—
Heavy Fibre, 32 & 60, per 100 lbs. 3 00	Crate hinges and back flaps, 65 and 5 p.c.	Sectional, ½ lb. each, per 100 lbs. 2 40	Gas ranges, 50 per cent.
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Liquid Roofing Cement, tins 0 20	Iron gate hooks and eyes, 60 and 20 p.c.	Wood, R.H., brass 70 and 10	Flat rim enameled sinks, 16x24 \$2.65; 18x30, \$3.10; 18x36, \$.15
Crude Coal Tar, per barrel 3 50	Crescent hat and coat wire, 60 per cent.	Wood, R.H., bronze 65 and 10	Enameled Ware—White ware, 75 per cent.
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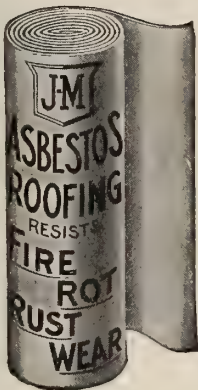
Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England



J-M Asbestos Roofing

The All Mineral Ready Roofing

Composed of Asbestos and Trinidad Lake Asphalt. **IS ABSOLUTELY FIREPROOF.** Never needs Painting, Coating or Graveling. Will Not Rust, Rot, Melt or Peel. Makes Buildings warm in winter and cool in summer.

Catalog HS 303 tells all about it.

FIREITE ASBESTOS FURNACE CEMENT

The Strongest and Most Durable Plastic Cement for "Setting Up" and Repairing Broken Joints in Furnaces, Ranges, Heaters and Stoves.

PHOENIX ASBESTOS STOVE LINING

Costs Less than Firebrick; Does not Burn Out; And Clinkers will not Adhere to it. Can be readily applied by mixing with water, according to instructions.

The Canadian H. W. Johns-Manville Company, Limited

*Manufacturers of Asbestos and Magnesia Products;
Asbestos Roofings, Packings, Electrical Supplies, Etc.*

Toronto, Ont.

Montreal, Que.

Winnipeg, Man.

Vancouver, B.C.

BUYER'S DIRECTORY

Continued from Page 1 4.

ROOFING (Metal).

Galt Art Metal Co., Galt.
Metallic Roofing Co., Toronto.
Metal Shingle & Siding Co., Pres-
ton.

ROOFING (Prepared).

Brantford Roofing Co., Brantford.
Canadian Supply Co., Toronto.
Dominion Roofing Co., Toronto.
H. S. Howland, Sons & Co., To-
ronto.
Canadian H. W. Johns-Manville
Co., Toronto.
Standard Paint Co. of Canada,
Montreal.

**REFRIGERATORS AND ICE
CHESTS.**

Thos. Davidson Mfg. Co., Montreal.
Lewis Bros., Ltd., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Jas. Smart Mfg. Co., Brockville.

RUBBER GOODS.

Gutta Percha & Rubber Mfg. Co.,
Toronto.

RULES AND TAPES.

Lufkin Rule Co. of Canada, Wind-
sor.
Stanley Rule & Level Co., New
Britain, Conn.

SAD IRONS.

Dover Mfg. Co., Canal Dover, Ohio.
McClary Mfg. Co., London.
Taylor Forbes Co., Guelph.

SAFES.

Goldie-McCulloch Co., Galt.

SAWS.

E. C. Atkins & Co., Hamilton.

SCALES.

Burrow, Stewart & Milne, Hamil-
ton.

SCREEN CLOTH.

B. Greening Wire Mfg. Co., Hamil-
ton.

SCREWS.

Steel Co. of Canada, Hamilton.

SHEARS.

Canadian Buffalo Forge Co., Mont-
real.
J. Wiss & Sons, Newark, N. J.

SHOVELS AND SPADES.

Lundy Shovel & Tool Co., Peter-
boro.
Canadian Shovel & Tool Co.,
Hamilton.
Erie Iron Works, St. Thomas.

SILVERWARE.

Oneida Community, Ltd., Niagara
Falls, Ont.
Toronto Silver Plate Co., Toronto.

SHEET METALS.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SPORTING GOODS.

A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., To-
ronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPRINGS AND AXLES.

Guelph Spring & Axle Co., Guelph.

STEEL TROUGHS.

Erie Iron Works, St. Thomas.

STORE EQUIPMENT.

S. G. Bowser & Co., Toronto.
Walker Bin & Store Fixture Co.,
Berlin.
National Equipment Co., Toronto.

STOVES AND RANGES.

D. J. Barker & Co., Picton.
Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamil-
ton.

Canadian Heating & Ventilating
Co., Owen Sound.
Thos. Davidson Mfg. Co., Montreal.
Doherty Mfg. Co., Sarnia.
Down Draft Furnace Co., Galt.
Enterprise Foundry Co., Sackville,
N. B.

Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Grimsby.
Hamilton Stove & Heater Co.,
Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Specialties Mfg. Co., Grimsby.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.
Supreme Heating Co., Welland.

STOVE CEMENT.

G. L. Sterne & Son, Brantford.

TACKS.

U. S. Steel Products Export Co.,
Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
B. & S. H. Thompson, Montreal.
U. S. Steel Products Export Co.,
Montreal.

TOOL GRINDERS.

Pike Mfg. Co., Pike, N. H.
Taylor Forbes Co., Guelph.

TRAPS.

Oneida Community, Ltd., Niagara
Falls, Ont.

TURPENTINE.

Turpentine Producers Agency, To-
ronto.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.
Page Wire Fence Co., Walkerville.

VALVES.

Jas. Morrison Brass Mfg. Co., To-
ronto.

VENTILATORS.

Canadian Buffalo Forge Co., Mont-
real.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.
Cummer Dowsell, Ltd., Hamilton.
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

WATER SERVICE SYSTEMS.
National Equipment Co., Toronto.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

Bond Hdwe. Co., Guelph.
H. S. Howland, Sons & Co., To-
ronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.
Peterboro Hdwe. Co., Peterboro.

WHITE LEAD.

Brandram-Henderson Co., Mont-
real.

Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.
Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Col-
lingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

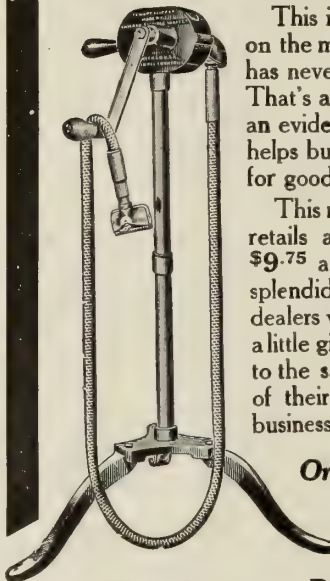
WOODENWARE.

Meakins & Sons, Hamilton.

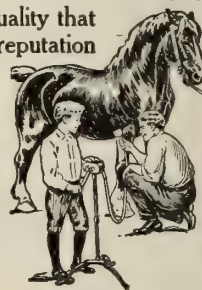
Every Horse in Your Community is Entitled to a Spring Hair Cut

It is time to order forward your
stock of the famous

**Stewart Ball Bear-
ing Clipping Ma-
chine.** **\$9.⁷⁵**
Retails at ONLY,
IN CANADA,



This is the machine that has been
on the market for six years and which
has never failed to please a purchaser.
That's a record hard to beat. It is
an evidence of quality that
helps build your reputation
for good values.



This machine
retails at only
\$9.75 and sells
splendidly for
dealers who put
a little ginger in-
to the sales end
of their
business.

*Order from your jobber
or direct*

This **Stewart Ball Bearing Machine**
can be used to clip Horses, Mules or Cattle.
Dairymen use it extensively to clip the flanks
and udders from milch cows, so the parts can
be cleaned easily. It has all file hard cut steel
gears, enclosed and protected safe from dust and
dirt in a metal case, where they run in a con-
stant oil bath.

There is 6 feet of new style, light, easy
running, high grade flexible shaft and the famous
Stewart single tension cutting head.
The entire machine is put up as only a large
equipment and expert workmen can turn out
such a product.

It is fully guaranteed and will please
every buyer.

Chicago Flexible Shaft Co.

187 Ontario St., Chicago



No. 625

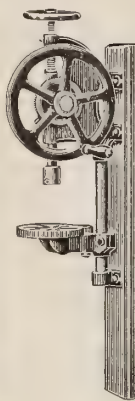
The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

"MADE IN CANADA"

Catalogue No. 144
on request



No. 149

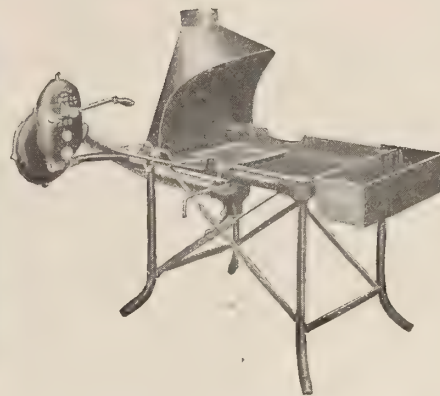


No. 150



No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous
"200 Silent Blower." 1911 model.

"Buffalo"

Forges, Blowers, Drills and Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.



Buffalo Exhaust Head.

Canadian Buffalo Forge Co., Limited
MONTREAL

Paint and Varnish Removers

MR. DEALER: When you buy Paint and Varnish Remover remember that **QUALITY** is more important than Price. A good Paint Remover is a help to the painter; a poor Paint Remover is a nuisance. The fact that all the leading manufacturers of paint and varnish in Canada and the United States who handle paint removers at all are licensees of this company and manufacture under our patents is the strongest testimony that the only practical, satisfactory and efficient removers on the market to-day are those covered by our patents.

SEE THAT EVERY CAN IS MARKED "LICENSED UNDER CANADIAN PATENT No. 78,586"

The above Canadian patent corresponds to our U. S. patent No. 714,880, which is the basic patent under which modern paint removers are manufactured. The following well-known and highly respected Canadian companies sell paint and varnish remover manufactured in Canada under our patents:

The Sherwin-Williams Co., Montreal, Canada
International Varnish Co., Ltd., Toronto, Canada
Pratt & Lambert, Inc., Bridgeburg, Ontario, Canada
British American Paint Co., Victoria, B. C.
Mount Royal Color and Varnish Co., Montreal, Canada
James Robertson Co., Ltd., Toronto, Canada
Sanderson Percy Co., Ltd., Toronto, Canada
Stewart & Wood, Toronto, Canada
Martin-Senour Company, Ltd., Montreal, Canada

Name of Brand

"Taxite"

"Klensa"

"Expedite"

"Bapco"

"Scrape-off"

"Robertson's Paint and Varnish Remover"

"Devolite"

"Solvo"

"Martin-Senour Paint and Varnish Remover"

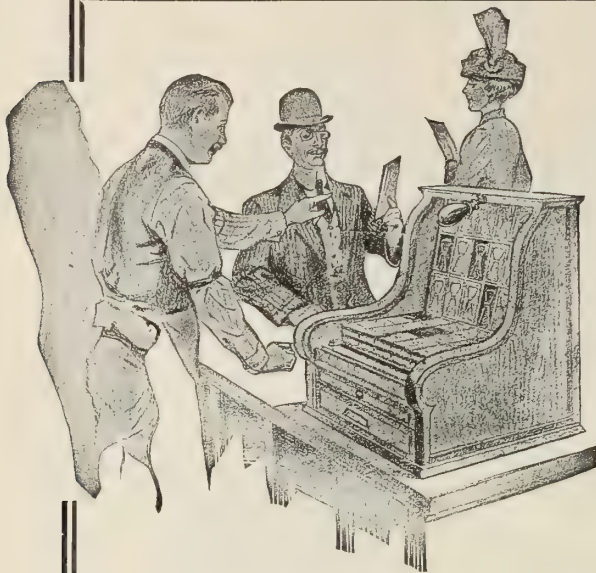
The character and standing of these companies is a guarantee to you that the paint remover sold by them is the best that can be produced

You take no risk when you buy one of the licensed brands of removers. They are harmless and efficient.

They contain no carbolic acid or alkali. They are neutral

Chadeloid Chemical Company

100 William Street
NEW YORK, N. Y.



It Pleases Your Trade

When you please your trade, you are building success commercially.

The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totaled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times, where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Only
One Writing

The McCASKEY SYSTEM

First and Still
the Best

Is in use in 70,000 retail stores in Canada and the United States. Seventy thousand merchants find that The McCaskey System cuts out useless book-keeping, (posting and copying from one book to another), prevents errors in keeping accounts, prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county and town.

A postal card or a letter will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know what you want.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

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THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

Extends an Invitation to Hardware Dealers and Hardware Clerks, everywhere, to get acquainted with THE MOST COMPLETE, WIDEST KNOWN, AND MOST FAVORABLY KNOWN LINE OF

MEASURING TAPES AND RULES.

Catalogue on Request

STEEL TAPES

For general use, also Pocket Tapes, Engineers Pattern and Chain Tapes.

ACCURACY GUARANTEED "Instantaneous Readings" the best marking steel tapes IS PATENTED AND USED ONLY ON

STEEL TAPES



WOVEN TAPES

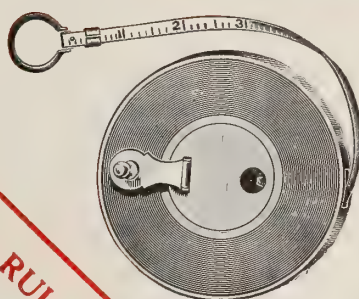
Metallic, pure linen, "Universal" cotton and linen, "Universal" linen corded, and Ass Skin Tapes, with bend, pressed and patent leather, and enameled steel cases. Pocket linen tapes in nickel plated brass and leather cases.

WOVEN TAPES



LUFKIN

THE SIGN OF THE BEST



WOOD RULES

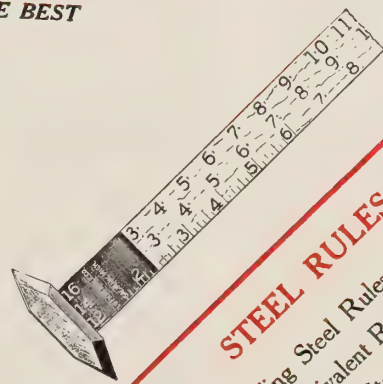
Boxwood and Maple Desk Rules, Glaziers' and Glass Cutters' Rules, Flat Wood Rules, Yard Sticks, Tailors' Squares, Shrinkage Rules, Shoe Size Sticks, also **HICKORY BOARD AND LOG RULES** (all styles)

WOOD RULES

STEEL RULES

Straight and Folding Steel Rules, Circumference Rules, The Decimal Equivalent Rule, The Magic Pattern Rule. Folding Steel Rules with stop joints Machine Divided Rules with readable and end graduations.

STEEL RULES



THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

YALE



The New Canadian Home of Yale Locks and Hardware

THE plant illustrated above is rapidly nearing completion, and we expect to begin the manufacture of Yale Products on Canadian soil about March first. These will include:

Yale Cylinder Locks
Yale Night Latches
Yale Padlocks
Yale Builders' Hardware

Yale Cabinet Locks
Blount & Yale Door Checks
Triplex, Duplex and
Differential Chain Blocks

We will be equipped to give prompt and efficient service and will hope to be favored with your orders through your usual channel.

We have in preparation a little book telling about our Plant and plans. It will interest you. Ask for it.

Canadian Yale & Towne Limited

Makers of Yale Products in Canada.

St. Catharines, Ontario

Until further notice address all correspondence to No. 9 Murray Street, New York.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

Published by Commercial Press, Limited, 408 McKinnon Building, Toronto

Get Acquainted With Our Trade Mark!

It Means the Very Best in Engineers' Brass Goods

You can get more business and better business, you can build up your reputation for reliability and progress, in short you can be successful if you carry the lines that make good and give your customers satisfaction. Did you ever notice that the people who buy the best are always the best people—and the most successful? It's quality that appeals to them—they want that which gives the best service and satisfaction for the money.

FOR INSTANCE

[YOUR] DEPARTMENT OF ENGINEERS' BRASS GOODS

Should be stocked with the Penberthy make—the kind that engineers have been using for over a quarter of a century and have found to give the best satisfaction.

All Leading Jobbers
Carry Our Lines



THE NEW
"SAFEGUARD"
AUTOMATIC



WATER GAGE

Assures Safety and Protection
Mechanically Correct

GENUINE



AUTOMATIC INJECTOR

Quality Does Count!

All Progressive Engineers
Know Their Reliability



THE **Penberthy**

Sight Feed Lubricators Made in Both
Double and Single Connection



Specially Designed for Stationery and the
Better Grades of Steam Engines

Penberthy Injector Co.

Limited

WINDSOR ONT.

Manufacturers

PROTECTED PRICES

Have Been for Years a Feature of the Gillette Safety Razor Trade

Cut prices are fast losing their attractiveness to dealers as well as to the buying public.

As men become better acquainted with their competitors, through their local Business Clubs, their Annual Conventions, and the Wholesale and Retail Associations—as they absorb from these gatherings and from their Trade Papers the spirit of modern business—they realize more and more clearly that while competition in service builds up trade, competition in price-cutting tears it down.

There is consequently a growing tendency among progressive “merchants” to so price goods that each and every sale pays a fair and honest profit. Yet there are still many short-sighted “store-keepers” who do not hesitate to slash prices, and so injure their own and their competitors’ trade.

It is significant that the GILLETTE Safety Razor was put on the market nine years ago at PROTECTED PRICES. We were among the pioneers in this movement. No dealers, not even the Mail Order Houses, have ever been permitted to cut GILLETTE prices.

Thus those merchants who have been working for the betterment of the trade have been absolutely protected, so far as the GILLETTE is concerned, from unfair competition from any source. The dealer who purchases GILLETTES has learned that he can depend on quick, sure sales at a good profit.

That is one of the reasons why the GILLETTE is solid with the trade, and the “best seller” that has ever appeared among razors.

The Gillette Safety Razor Co., of Canada

Limited

Office and Factory: 63 St. Alexander St., Montreal

Offices or Factories also in Boston, New York, Chicago, Leicester, London, Eng.,
Berlin, Hamburg, Paris and Shanghai, China.

TOOL SPECIALTIES

Some of Our Leading Lines

We have long been favorably known throughout the continent for carrying varied and extensive stocks of the latest labor saving tools manufactured. Below we name a few of the makers tools we stock and give some of their "specials."

Write for full particulars and prices. You can rely on prompt attention.

Wiley & Russell Manufacturing Company

Well known for their "Lightning" and "Green River" specialties. We carry their **Screw Plates for Bolts and Pipe, Stocks, Screw Cutting Dies, Nut Tappers and Pipe Threaders, etc.** Write for catalogue No. 35.

Morse

Twist Drills, Reamers, Milling Cutters, etc. We carry the largest stock of these in Canada.

Hollands, Parkers & Athol Tool Co.'s Bench Vises

Peter Wright Anvils and Leg Vises

Blacksmith's Forges, Blowers, Self-feed Post Drills.

Victor and Starrett's Hack Saw Blades

Write for circulars.

"Hyper-Acme" Pulley Blocks

Capacity $\frac{1}{2}$ to 30 tons. With the "Hyper-Acme" one man is able to raise any load up to 10 tons and with less exertion than with any other block. The worm in the "Hyper-Acme" Block is of very coarse pitch, causing the load to rise with great speed. Each block is tested to 50% above normal power sold for. Write for circular and prices.

RICE LEWIS & SON

TORONTO Limited CANADA

The Steel Company of Canada

Limited

Stove Bolts Stove Rods
Rivets

Wire Nails

Iron and Steel Bars

We can Make Prompt Shipment of Orders Placed Now

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

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J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.

BRUSHES

Assortments of Brushes in neat display boxes convenient for the Hardwareman

Varnish Brushes that retail for

5c. 10c. 15c. 20c. 25c.

at a good profit for the storekeeper. Can be bought through any Hardware Jobber or from



MEAKINS & SONS

TORONTO

HAMILTON

WINNIPEG



Get Ready for Spring

The steadily increasing area of new land that is being settled throughout Ontario and the West means a much larger and better market for the progressive dealer who handles supplies that are known to give absolute satisfaction.

Samson Ready Roofing

Samson Garden Tools

Samson Farm Tools

Samson Mechanics' Tools

Are all good lines to sell to your customers and all warranted to give excellent service. Remember that Howland's Samson Quality stands for something really worth while.

Let us have your orders now

H. S. Howland, Sons & Co., Limited

Wholesale Hardware Merchants

WE SHIP PROMPTLY

TORONTO

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



**THE BEST
FILES FOR
EVERY
PURPOSE**

THE BEST BRANDS

**Great Western.
Arcade.
American.
Globe.
Eagle.
Kearney & Foot.
McClellan.
J. B. Smith.**

MADE IN CANADA

**ARE
NICHOLSON-
MADE
FILES**

A specialized file making experience of nearly fifty years, backed with the most modern machinery and the best file steel money can buy—is it any wonder Nicholson-made files are the standard of file quality all over the world.

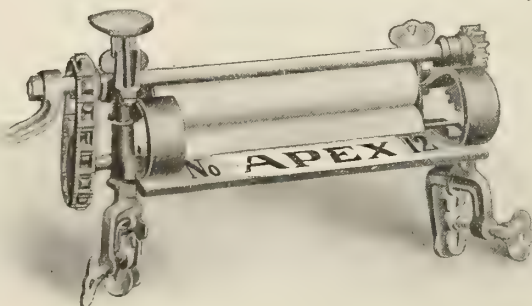
The wise retailers sell the best as they ensure satisfied customers. Your jobber can supply you. If he cannot, write us.

Nicholson File Company, Port Hope, Ont.

Good Starters for 1912

The PLAYTIME WASHER is specially adapted for country use. Can be easily hitched to the small Gasoline Engine or Electric Motor which every up-to-date farmer now uses. It will cut out the drudgery of washing for the country housekeeper, as the VELOX WATER MOTOR MACHINE does for the city resident.

As a Hand Machine it Has No Superior



The
New
**Apex
Wringer**

Is chain driven,
has Double
Power Gears,
cannot get out
of mesh, and
turns easily
under load.

You Can't go Wrong in Stocking Them. The Selling Features are There.

Made only by

Cummer-Dowswell, Limited, Hamilton
ONTARIO

Agents: W. L. Haldimand & Son, Montreal; H. F. Moulden & Son, Winnipeg, Man.

The
PLAYTIME

Combination Hand and
Power Washer



BUY CANADIAN MADE

Axes

Chisels

Draw Knives

Adzes

Hammers

Picks

Crow Bars

Lumbering Tools

We Make Them

All Jobbers Sell Them

Allan Hills Edge Tool Co.
Galt, Ont.

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannatyne Ave.
Winnipeg
Western Representative



Tie Out or Tethering Chains

Lightest, Strongest and Best Chains on the Market

Halter, Dog, Cattle, and
Trace Chains

Manufactured by

The B. Greening Wire Company

Limited

HAMILTON, ONT.

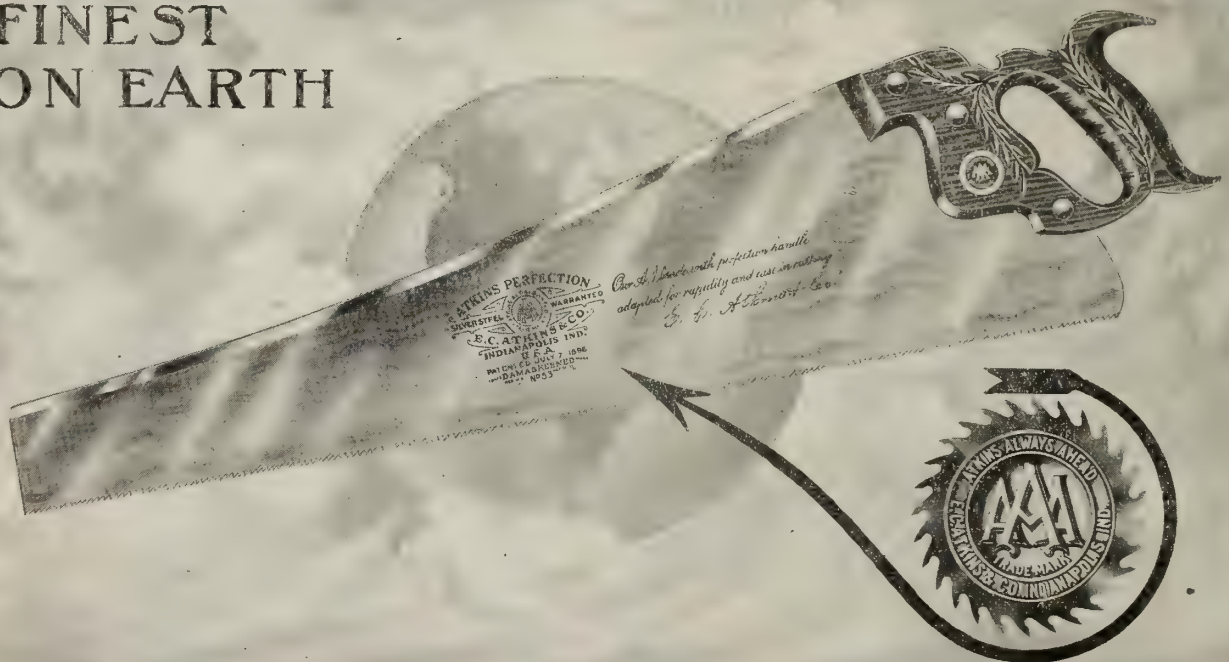
MONTREAL, QUE.



Why Not Sell Saws that You are Proud of?

We help you to sell saws of real quality that pay dealers a profit

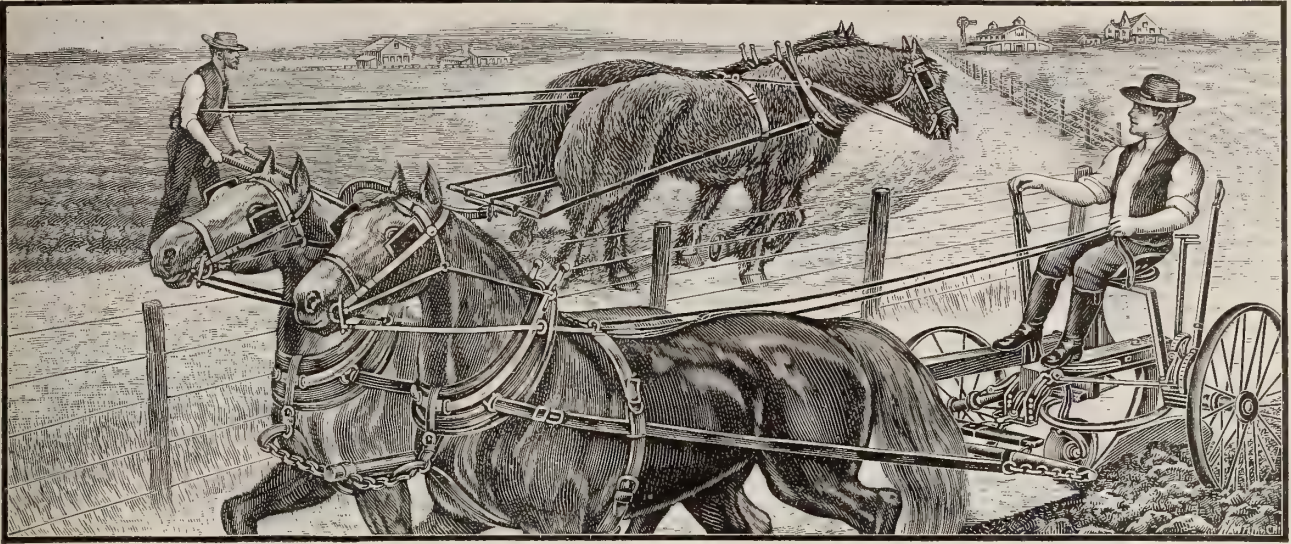
**FINEST
ON EARTH**



109 Powell Street
VANCOUVER

E. C. Atkins & Company

HAMILTON
Ontario



A CONTRAST

There is no Fraud or Deception About the

Stewart Clipping Machines

No Sham—No Pretense—No Imitation. They Are Genuine in Conception and Quality.

When you sell Stewart Clipping Machines, your customers and yourself are backed by the guarantee of the largest establishment in the world making clipping machines. We guarantee every Stewart machine to satisfy the user or we will refund his money.

No imitator of Stewart Machines has ever offered so strong a guarantee because the imitations are inferior in quality.

Business Pirates Find Little Favor with Upright Merchants

The Captain Kidds of Commerce who seek to trade upon an honest manufacturers' reputation by inferior imitations, should have no place in the modern business world.

Handle the genuine Stewart Machines to make pleased customers.

Chicago Flexible Shaft Company

250 Ontario Street, CHICAGO

Order from your jobber and write for our big new 1912 catalogue.

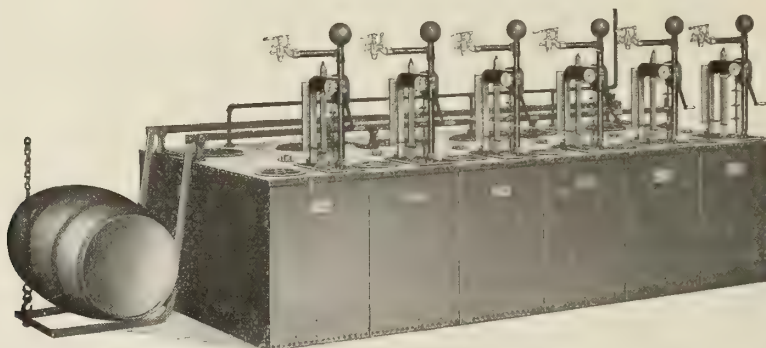


If You Knew

Just how much profit you lost by selling paint oils and varnishes with ordinary measures and funnels from barrels or tin cans you would see why a Bowser System is necessary. You can't expect to get full profit when you waste part of the oil or over-measure it any more than you could expect to have all of your money after you had spent part of it.

If You Knew

Just how much you could save in profits, time, labor and increased patronage by using a



Bowser Paint Oil System

we would have no trouble in convincing you of the necessity of a Bowser System in your store.

If you handle paint oils the old way just stop and consider what your loss must be---Every drop of oils wasted is so much of your legitimate profit lost.---It reduces your yearly income just that much. Can you afford it? If you don't think you waste oil look at your measures, funnels, floors, faucets, etc., they tell the tale.

You save enough with a Bowser to pay for it and then it keeps on saving for you year after year. It gives tone to your store, lends attractiveness to your oil department, insures a square deal to all concerned and invites patronage. Where is there a store fixture that will do more?

Our new book "*Tank Talks*" No. 5N tell all about the Bowser. Drop a card for it to-day. Ask for book No. 5N---It's *FREE*.

S. F. Bowser & Co., Inc., Toronto, Ont.
66-68 Fraser Ave.

For twenty-seven years manufacturers of Self-Measuring Pumps, Gasoline and Oil Storage Systems, Self-Registering Measures, Dry Cleaning Systems, etc.



To the Hardware Trade

Do NOT let your Competitor make ALL the Sales when YOU can draw the greatest part of it your way by handling our guaranteed line of

SHOVELS

They are perfectly balanced, and have a finish that cannot be surpassed.

We make **WELDED SHOVELS** because experience proves, and the trade demands, goods that are stronger, and more durable than other makes.

*We Ship Promptly
No Irritating Delay*

Write for Catalogue and Prices either to Head Office, or to the following Selling Agents:

ONTARIO

N. B. Misener, 105 Cowan Avenue, Toronto

QUEBEC

Delorme Bros., 15 Debresoles Street, Montreal

MANITOBA AND SASKATCHEWAN

Tees & Persse, Limited, Winnipeg

ALBERTA

Tees & Persse of Alberta, Limited

BRITISH COLUMBIA

E. E. Crandall, 1073 Hamilton Street, Vancouver

MARITIME PROVINCES

S. N. Sancton, St. John, N.B.

The Lundy Shovel & Tool Co., Limited

PETERBOROUGH
ONT.



Before You Turn Over This Page

Phone a few of the Laundries in your town and make appointments to talk to them about

"AMPHIBIA"

(WATERPROOF)

Leather Belting

We have a line of belting especially made for laundry work which we call

Laundry Special

This is a solid oak tanned belting with the edges sewed with special copper wire staples.

You can create, and hold, a good trade with this belt.

Write us About a Stock

Sadler & Hawth

Tanners and Manufacturers

*For over 35 years the makers
of the best leather belts.*

MONTREAL

511 William St.

TORONTO

27 Melinda St.

ST. JOHN, N. B.

89 Prince William St.

VANCOUVER

27 Columbia Ave.

WINNIPEG

244 Princess St.

MAXWELL'S "PURITY" FOOD CUTTER

Is radically different from the ordinary



The barrel is in two closely fitting sections, clamped together in working position in the frame by one set-screw.

Loosen this screw and the barrel slips out and comes apart, releasing worm, cutting knife and disc. Every part is then easily accessible for cleaning, justifying the name "PURITY."

Particular people buy the "PURITY" on sight.

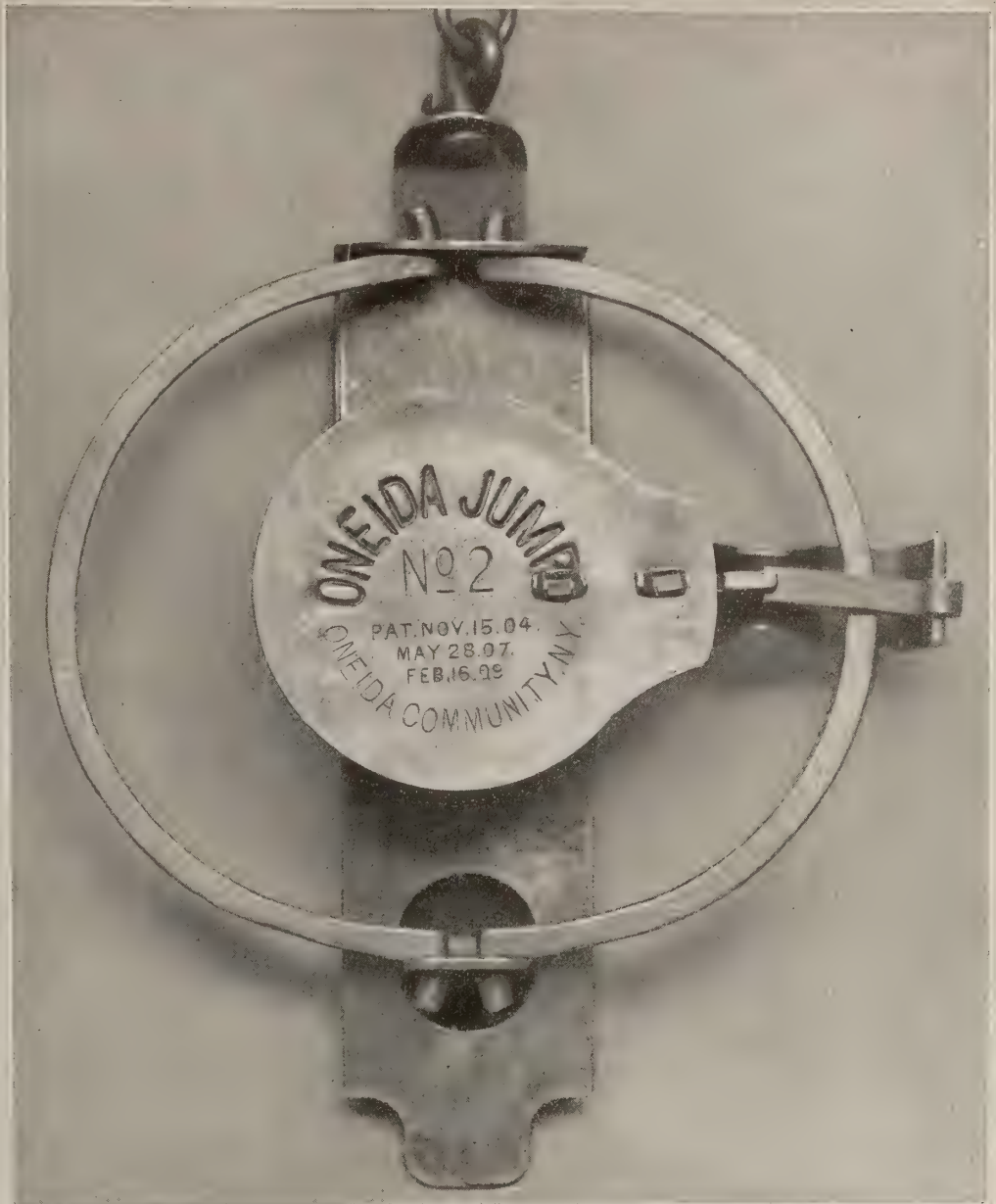
We are the only manufacturers in Canada making Food Cutters, and we claim that in quality and finish Maxwell's Food Cutters are superior to any of foreign manufacture.

Write for Prices and Particulars

DAVID MAXWELL & SONS

ST. MARY'S

ONTARIO



ONEIDA JUMP TRAPS

are easy to carry. Trappers like them because they are light, compact, and can be set in narrow runways.

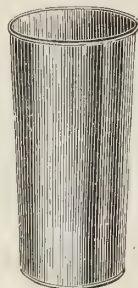
ONEIDA COMMUNITY, LTD.,

Niagara Falls, Ont.

Also Makers of the
NEWHOUSE, VICTOR and HAWLEY & NORTON TRAPS

THE S.M.P. SAP PAILS and SPOUTS

EXTRA
DEEP
AND
STRAIGHT



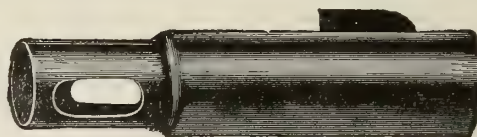
6, 8 and 12 Quart

are popular sellers everywhere

Let us know your requirements
for the coming season.
Prompt shipments guaranteed.

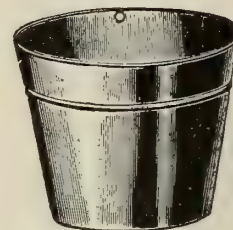
MAPLE LEAF SAP SPOUTS

STEEL



JAPANNED

FLARING



6 and 10 Quart

All Sap Buckets Punched unless otherwise ordered

Prices on application

The Sheet Metal Products Company of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

MONTREAL

TORONTO

WINNIPEG



J-M Asbestos Roofing

The All Mineral Ready Roofing

Composed of Asbestos and Trinidad Lake Asphalt. **IS ABSOLUTELY FIREPROOF.**
Never needs Painting, Coating or Graveling. Will Not Rust, Rot, Melt or Peel. Makes Buildings warm in winter and cool in summer.

Catalog HS 303 tells all about it.

FIREITE ASBESTOS FURNACE CEMENT

The Strongest and Most Durable Plastic Cement for "Setting Up" and Repairing Broken Joints in Furnaces, Ranges, Heaters and Stoves.

PHOENIX ASBESTOS STOVE LINING

Costs Less than Firebrick; Does not Burn Out; And Clinkers will not Adhere to it. Can be readily applied by mixing with water, according to instructions.

The Canadian H. W. Johns-Manville Company, Limited

*Manufacturers of Asbestos and Magnesia Products;
Asbestos Roofings, Packings, Electrical Supplies, Etc.*

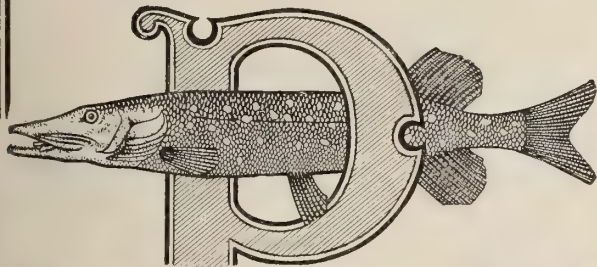
Toronto, Ont.

Montreal, Que.

Winnipeg, Man.

Vancouver, B.C.

How Pike Helps the Dealer



Pike realizes that next in importance to having good sharpening stones, is to have the right kind of help in selling them. And to make it easy for you to sell

PIKE SHARPENING STONES

we have devised some very practical selling helps which are sure to send customers to your store and increase your sales.

Send for Free Window Display --- Needed by Every Dealer

We have gotten up a big colored Window Display that's a dandy. Easy to put up—but not easy to pass by. It will stop everybody—bring them into your, too. With it we will send you some other strong Store Helps and a Selling Scheme that is worth knowing about.

As Pike Sharpening Stones are needed in every home, so are Pike Selling Helps needed by every dealer. And while the demand for the well known Pike Stones is very large, you will find these Selling Helps of great help in securing new customers. They are all *free* if you just ask. Ask to-day. Use the coupon.

Uniform Discounts --- More Convenient Prices

More good news! A new basis of pricing natural oilstones and a readjustment of discounts that will make it easier to sell Pike goods.

The point is that the old-time method of selling natural oilstones by weigh has been an annoyance to everybody concerned. Hereafter they will be sold by the *piece* instead of the *pound*.

This plan not only permits us to quote uniform discounts on the *entire Pike Line*, but it will enable you to figure instantly the net cost of all our sharpening stones. It's going to save you a lot of time in waiting on customers—no "stopping" to weigh stones and no "guessing" at the price.

Furthermore, our better class stones are being packed in attractive individual boxes.

New Pike Catalogue --- Now Ready for You

It's a beauty! The most complete catalogue ever issued for this kind of goods—98 pages fully illustrated and partly in color. It contains much information that is *new* and replaces all former prices and quotations. The demand for this catalogue and the new Window Display will be very large. Send your request to-day. Use the coupon.

Free Selling-Help Coupon

Pike Manufacturing Co., Pike N.H. (C.H.J.)

Please send me your big Pike Window Display, new Selling Scheme and other Dealer Helps. Also please send me one of the new Pike Catalogues which were issued March 1st.

Name.....

Address.....

My Jobber's Name.....

Pike Manufacturing Co.

PIKE, N.H.



**LEEKNOTT
ROOFING**

**SANKOTE
ROOFING**

THE BEST ROOFING PROPOSITION FOR RETAILERS

We co-operate with our customers by assisting them to close orders. Write for our proposition—it will pay you.



Roof of Beatty Bros., Limited, new factory at Fergus, Ont., roofed with three-ply Leeknott Roofing.

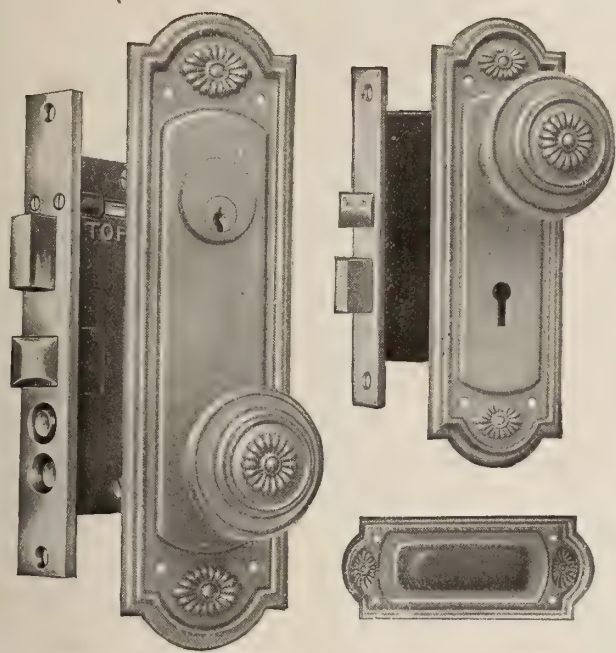
LEEKNOTT roofing will satisfy the most exacting customers; it being made from the best long fibre wood felt, thoroughly saturated with genuine Trinidad Asphalt. It is guaranteed absolutely.

SANKOTE asphalt roofing is lower in price but is made expressly for Canadian climatic conditions. It has a sand-coated surface and is everlastingly waterproof.

*In Quality, Selling Helps and Margin of Profit
we can interest you. Write for our proposition*

CANADIAN SUPPLY COMPANY

220 KING STREET WEST, TORONTO



"Rome" Design

BUILDERS' HARDWARE

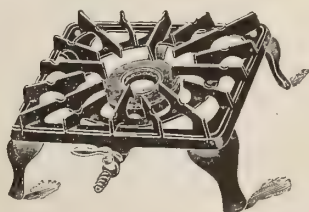
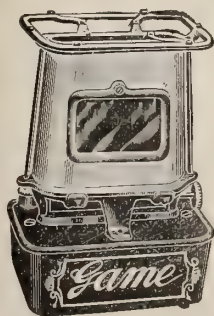
Oil and Gas Stoves

Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

*Send for complete descriptive
catalogues and price list of
over 600 items.*

The Taylor & Boggis Foundry Company

Cleveland, Ohio
Sixth City



USE

Leap Year's Extra Day

To Oil Up

Hero Quality Oilers

REPRESENT

A Long Leap Forward—
Better Than Ever Before

Mowing Machine Oilers

1 1/2 inch opening—"The Smooth Thread"

- No. 1100 Standard Tin
- 1130 Body and Bottom one Piece
- 1120 Largest Made To-day
- 1140 Standard Copper
- 1150 Same but heavier
- 1160 Distinctive

And Many
Others

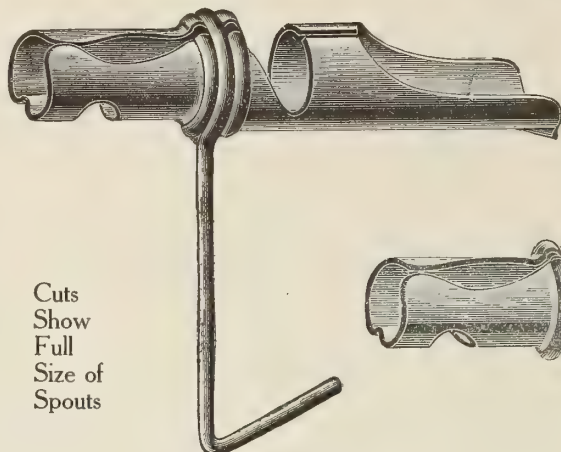


No. 1120

The
Hero Manufacturing
Company

Philadelphia, Pa.

SUGAR MAKERS' SUPPLIES

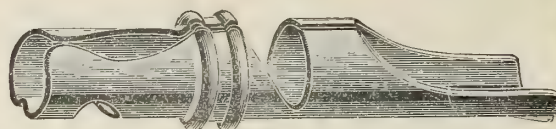


Cuts
Show
Full
Size of
Spouts

"Eureka"

Steel Sap Spouts

Packed in Cardboard Boxes
of 100 each.



We also have in stock and can ship promptly—

"Empire" Sap Spouts

"Perfection" Sap Spouts

"Imperial" Sap Spouts

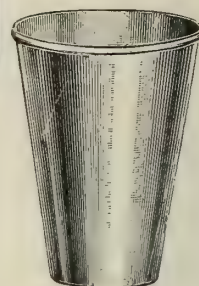
"Wood" Sap Spouts

Write for Prices

Maple Syrup Cans



Round and
Square
With
Screw Tops
 $\frac{1}{2}$ and 1
Gallon.
Other sizes
made to
order.



Sap Buckets

Long Pattern

Nos. 7, 8, 9, 12, 16

Quarts 4, 5, 6, 8, 12

Western Pattern

6 and 10 Quarts

THE THOS. DAVIDSON MFG. CO., LIMITED

MONTREAL

TORONTO

WINNIPEG

LET'S GET TOGETHER!

An Advertisement
by C. DOLPH

Read this. It may mean a Thousand Dollars to you.

Did you ever stop to think of the many dollars you could make by selling

Preston Metal Ceilings and Sidewalls?

"THE BEST IN FIFTY MILES AROUND"

You didn't? Then **think of it.** Right now you can make those many dollars if you get busy and boom the metal ceiling trade. The housewife is planning to-day to do her spring house-cleaning and is making her plans for her decorations. And **right now** is the time for you to see her and help her plan.

We will furnish all the necessary literature for you to show designs. If you will send us the dimensions we will suggest designs and give estimates. When you get the orders we will give you complete plans for erecting the materials. Write us for suggestions. We are ready to give them to you.

Ask us for our catalogs and trade price lists. Please mention Canadian Hardware, Stove & Paint Journal.

The METAL SHINGLE & SIDING CO.

PRESTON, Ontario and MONTREAL, Quebec

MOTOR BOAT AND AUTOMOBILE SUPPLIES



EVERY Hardware dealer should realize the growing popularity of Motor Boating, and the large trade in Accessories and Marine Engines arising from same. The wide awake dealer should have all the necessary supplies, such as Magnetos, Spark-Plugs, Carburators, Lights, and a full line of Marine Hardware and Automobile specialties. Our stock is the largest in Canada, and our nearest house can fill your requirements promptly. Our Catalog, No. 24, shows one line of Motor Boat accessories. A card to our nearest branch will bring it to you. If you are interested in Marine Engines, let us send you a Catalog No. 23, illustrating "Fairbanks-Morse" Marine Engine.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

*Fairbanks Standard Scales, Fairbanks-Morse Gas and Gasoline Engines
Safes and Vaults.*

MONTREAL ST. JOHN OTTAWA TORONTO WINNIPEG CALGARY
SASKATOON VANCOUVER VICTORIA



Look for the Trade Mark
on every Valve

Build Your Business on a Quality Foundation

"J.M.T." Valves

Give such good satisfaction that the buyer is certain to tell his friends about them, and this invariably means increased business for the dealer.

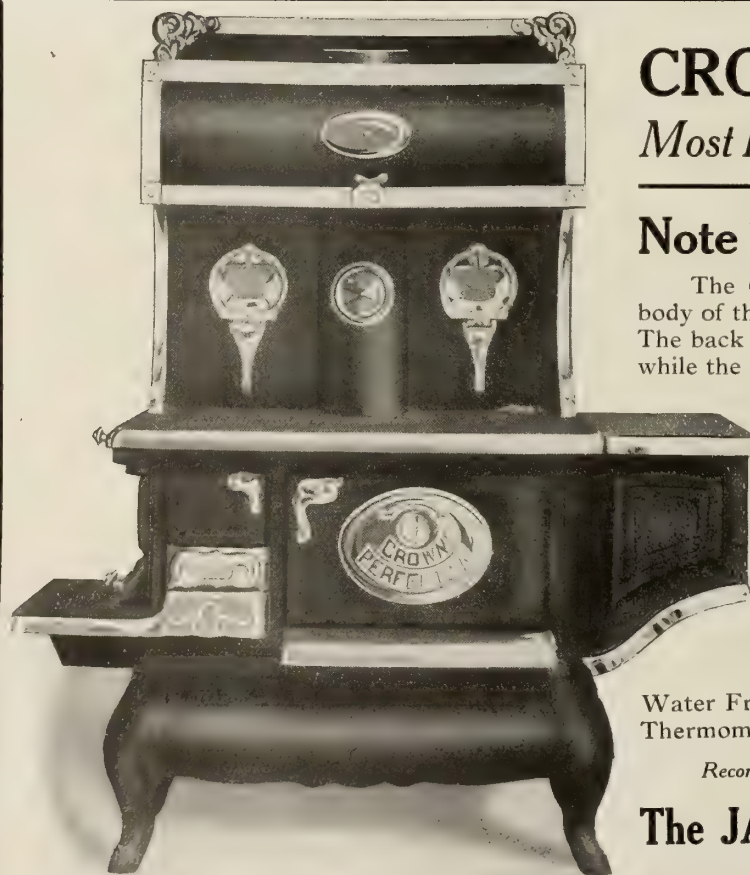
J.M.T. Valves have been on the market for 25 years and their popularity and reputation as strictly high grade articles are universally recognized by steam users and the engineering trade throughout the Dominion. All parts are made proportionately correct in design, and all valves are carefully tested and fully guaranteed to give highly efficient service.

Made in three weights—STANDARD, MEDIUM J.M.T. and EXTRA HEAVY.

Get our Prices—It will Pay you

The James Morrison Brass Mfg. Co., Limited

93-97 Adelaide Street West, Toronto



CROWN PERFECTION

Most Improved Range on the Market

Note These Points of Excellence

The Crown Perfection is built to include the main body of the oven entirely within the body of the range. The back flue extends over the entire back of the oven, while the entire surface of the oven except the door is exposed to the heated gases in the flues. The oven bottom is of steel. We are accordingly able to maintain a higher and more even temperature with less fuel than in the old style construction.

A feature entirely new, is the flue construction around and under oven, forcing the heated gases against every part of oven plate.

The fire box is oval at the ends, dispensing with sharp corner angles. It is very long and when desired a wood jog is furnished, increasing length to 24½ inch.

Water Front has ample capacity to heat a 60 gal. boiler. Thermometer is supplied when ordered

Recommended and Guaranteed. Our Prices will Interest You.

The JAMES SMART Mfg. Co., Limited

Brockville, Ont.

What Do You Talk About When You Sell a Coal Range?

When you try to sell a coal range on your floor, what do you tell the housewife?

Of course there is a line of talk about drafts, dampers, flues, oven circulation and so forth, but the housekeeper isn't a mechanic, and it really doesn't interest her; it is not *good* sales talk.

Simple facts, which can be simply proved is the only way to close a sale with madam; and *most* important, the range must be *handsome* and *up-to-date* in design. In every way the stove must be built from a knowledge of household requirements.

This, you can *talk* and *prove* in



STOVES AND RANGES

And here's why in a nutshell. The Economizer, you can explain, is a patent draft controller,—a throttle on the stove. Just move the lever up for more heat, down for less, and it saves a fifth of the coal. It does away with the usual confusion of drafts and dampers; and ventilates the kitchen. If madam goes away for a day, close the Economizer, and the fire will keep in.

In short, this Economizer *reduces the cost of coal*, and makes the coal stove as easy to run as a gas range,

This point will do more to convince a lady that she should have *that* stove, than any other feature yet invented.

But this is not all. From the divided flue which makes *all* the oven available for baking, to the economical, clinker proof grates, are all exclusive Gurney-Oxford features.

Have you a story like this to tell a prospective stove customer? If not, ask us about the "Gurney-Oxford" proposition.

THE GURNEY FOUNDRY COMPANY LIMITED

TORONTO

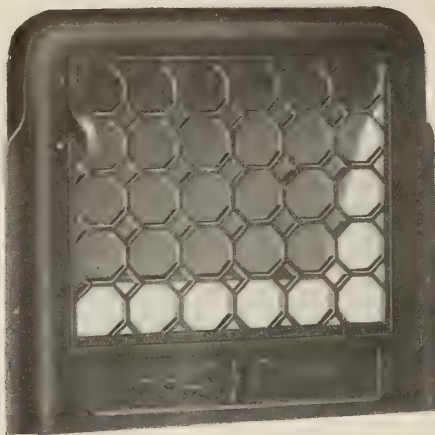
MONTREAL

HAMILTON

WINNIPEG

CALGARY

VANCOUVER



Moorish Design Cast Register

Sell These Registers

Are you familiar
with the merits of



Empire Special. New Design

The Empire Line

of

Sidewall and Floor Registers and Faces

*We have a complete line and a most attractive
proposition for dealers*

The Empire Special

Is a very neat and up-to-date design with the largest area for the size of any register on the market and a popular seller. Made in the following sizes:—

7 x 10 shallow	7 x 10 deep	10 x 12 deep
8 x 10 shallow	7 x 12 deep	10 x 13 deep
9 x 12 medium	8 x 13 deep	12 x 14 deep

We have added to our line faces the same design as Empire Sidewall Registers in sizes 7 x 15, 7 x 24, 7 x 30.

CANADIAN HEATING & VENTILATING COMPANY

OWEN SOUND - - - ONTARIO

CHRISTIE BROS., LTD.
1824 Dundas Street Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., LTD.
Park-Henry Streets, Winnipeg

MR. DEALER

Will you give us an opportunity of showing you what we are doing for hundreds of other dealers in Canada to-day on

MULE-HIDE ROOFING

Not a Kick in a Million Feet

MULE-HIDE (not a kick in a million feet) is a name that speaks for itself as to the quality of our material.

Our proposition is so much different to any other that you have ever seen or heard of that it will pay you to investigate.

We go entirely further than to load you up with a lot of roofing. We show you where we can help you dispose of MULE-HIDE to your customers at a dollar per square profit.

Our guarantee is the replacement of every roll of MULE-HIDE that does not give satisfaction.

Spring will soon be with us.

You owe it to your business to investigate our proposition.

Write to-day.

Delays Don't Pay

MulehideTM Does

The Dominion Roofing Company of Canada
TORONTO, CANADA Limited



Build Your Business on Quality Goods

McClary's 1912 GAS RANGES

are a sound and sure foundation

A satisfied user is your very best advertisement.

Make your customers boost your business for you. IT PAYS!

Order McClary Gas Ranges—they'll make customers and boosters for you.

Quality is the foundation of McClary Goods.

Special advertising matter on application.



Illustration shows style B No. 256

It's the quality that does it!

See the new black enamel, highly lustrous finish that lasts.

The specially selected blue finished steel doors and neatly designed nickel trimmings attractive and artistic.

High-grade white enamelled broiler pans and match trays.

Every inch of material used is the best that can be got.

That's why McClary Goods are easy sellers.

McClary's

**"McClary" on Goods
is a Quality Name**

London Toronto Montreal Winnipeg
Vancouver St. John Hamilton
Calgary Saskatoon

**McClary's
Ship Quick**

Your Customers Know

the "Tobin Simplex Gun," Our extensive publicity campaign has made them thoroughly familiar with this high-grade line. They know the gun is sold with a positive "money-back-if-not-satisfied" guarantee. We stand behind you in this guarantee.

Tobin
Simplex Guns

should be in your stock. They are easy selling guns, guns that stay sold, and each one that is sold sells another.

We are constantly receiving inquiries and orders from districts where we lack dealer representation, and, of course, supply this demand direct.

We will turn over these orders to the dealer who handles our goods. Write to-day for our proposition, it will be worth your while.

The Tobin Arms Mfg. Co., Ltd.
Woodstock, Ont.

SEE
THE

TORONTO
Gendron
CANADA

SELF STARTER

We have many self starters in getting business, our latest edition is

SIDEWALK SULKIES



Our Steel Body

which are new, neat, highly finished and most convenient for a child to ride in either the forward or backward position.

Prices \$1 to 4.15

ARTILLERY CAR

is one of the strongest and best express wagons now on the market.

Order Samples and be convinced.

The Gendron Mfg. Co., Limited
Toronto, Canada

Mr. Hardware Man—

When that Farmer comes to buy a Poke for the breachy horse he will want a

Pearson Poke

WHY! Because he knows that it is the strongest and lightest poke made.

Because he knows that it is the only poke that will stop him jumping, and prevent him running in the field.

Because it will allow him to lie down, and eat comfortably.

Because it is easily adjusted, does not wear off the mane, and cannot slip off.

Ask for Prices

J. H. Still Mfg. Co., Limited
St. Thomas, Ont.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by
The Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes : Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers ; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.

STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.



The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON

Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*

DOES THIS

The "American Artisan" of Jan. 6th, 1912, in an editorial concludes its argument in the following words:—

"There is another feature that's of affording a higher degree of h
hit with the trade, *or at least proper importance humidity*

If You are

Write us for
Particulars
Regarding the
Agency for the

The furnace which, during
atmosphere. The humidity
to none.



THE JAMES STEWART

Western Warehouse
156 LOMBARD ST., WINNIPEG, MAN.

MEAN YOU?

The Practical Side of the Humidity Question

orth considering: it is the improvement of warm air furnaces in the direction
y. The manufacturer who works along this line will be likely to make a
*with those in the trade who are thoughtful enough to rate at its
s an element of value in Heating."*

One of the Thoughtful Ones

"GOOD CHEER"

Circle Waterpan

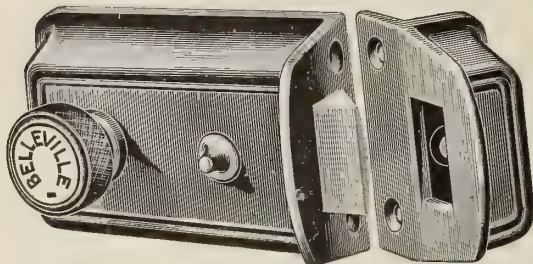
WARM AIR FURNACE

ast two seasons, has become noted for its soft, gentle heat and restful, soothing
m its big Circle Waterpan is the secret, added to a furnace construction second

The best is none too good for your customers, so don't fail to write us

MANUFACTURING CO., Limited

WOODSTOCK, Ontario



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

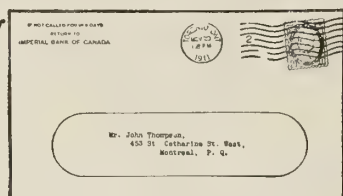
The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited
OTTAWA ONTARIO

1



One Use for Window Envelope

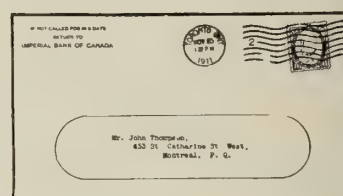
STATEMENTS should be mailed in the B-E WINDOW ENVELOPE, for safety's sake and to save time. ¶ Impossible to send Brown's bill, showing special prices or discounts, to Smith—with the natural but embarrassing results. ¶ The B-E WINDOW ENVELOPE automatically insures that the right bill will go to the right man. No address required—hence no stenographic labor, no delay in mailing. Prompt statements mean prompt settlements.

The B-E WINDOW ENVELOPE is made from stock to match regular letter head. It is not a flimsy makeshift. Send for samples and prices. We will see that you are supplied through regular dealer or direct.

Discounts for quantities.

BARBER-ELLIS, Limited
62 Wellington St. W. - - Toronto

2



1—Statements

Another Use for Window Envelope

INVOICES should be mailed in the B-E WINDOW ENVELOPE, so that each day's shipments may be invoiced before closing time. ¶ Nothing speaks more clearly of clean-cut, up-to-date methods than the receipt of invoice before the arrival of goods. Nothing bothers "the trade" so much as to have shipments come in before the invoice—holds up delivery, checking, etc. ¶ The B-E Window Envelope does your addressing free of charge—with no labor and no delay. The "Window" does it.

Procurable in stock to match regular letter head. Send for samples of this new envelope, and details of this modern manner of mailing. Discounts for quantity.

BARBER-ELLIS, Limited
62 Wellington St. W. - - Toronto

\$1,000.00**IN CASH**

Patented 1911 in Canada, United States and Foreign Countries

.....I have deposited with the First National Bank of Cincinnati, O., \$1,000.00 CASH as a special reward to the Merchant, Window Trimmer or Clerk who will prove to me that I cannot make 500 or more beautiful, practical, and striking trade-pulling window trims besides the 26 I made and show in my book of photographs No. 10.

This particular set of

ONKEN Interchangeable Wood Window Fixture YOUNITS

designed for the Hardware and Sundry Window Trimming.

First National Bank, Cincinnati.Cincinnati, O., Dec 1st 1911. No. 28855

Pay to the order of Special Reward Account \$ 1000⁰⁰
One Thousand Dollars.

ONKEN
 INTERCHANGEABLE
 WOOD WINDOW FIXTURE
YOUNITS
 TRADE MARK

THE OSCAR ONKEN CO.

Per Oscar Onken President.**W. H. PHILLIPS**Dealer In
HARDWARE

Paints, Sporting Goods, Cutlery, etc.

Mount Carmel, Pa., August 30, 1911

THE OSCAR ONKEN CO.,
Cincinnati, Ohio

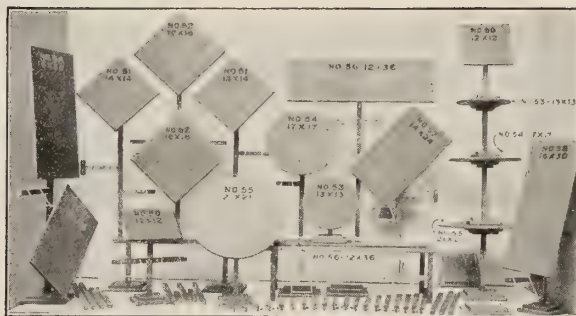
Dear Sirs:—

In reply to your letter would say I find the set of ONKEN Wood Window Fixture YOUNITS for the display of hardware to be the best investment I have ever made for my window displays. It has increased my sales wonderfully. They cannot be bought from me for again what I paid for them.

They certainly do add to the appearance of my windows. I can display more goods and to a much better advantage than ever before, it is a pleasure to arrange a window display with ONKEN YOUNIT Fixtures.

Yours truly,

W. H. PHILLIPS



Copyright 1911

THE FULL SET

Patented 1911

The above illustration shows entire set of No. 10 **HARDWARE YOUNITS** comprising 150 YOUNITS to the set. There are 18 display slabs made of well-seasoned oak lumber. All slabs are fitted with tilting metal adjustments on back for holding them in different positions. Each slab is covered with black felt. The remaining 132 YOUNITS consist of BASE BLOCKS, UPRIGHTS, CROSS ARMS, and EXTENSION YOUNITS, in assorted lengths and sizes which will enable you to make HUNDREDS and HUNDREDS of Window Trims and as many odd and standard fixtures.

You Never Need a Tool

THE OSCAR ONKEN CO.

Established 32 Years

No. 775 Fourth Avenue

Cincinnati

Ohio

U. S. A.

Order Through Your JOBBER or DIRECT.
 The Oscar Onken Co. 775 Fourth Avenue Cincinnati, O.
 Send me your Window Fixture Booklet

Firm _____ City _____ Business _____

Special Sets I Make

No. 10 Set 150 YOUNITS—PRICE \$55.00. For 2 large Hardware and Sundry windows and inside store use on Counters and Cases. The 18 Display Boards are covered with black felt each equipped with adjustable metal and tilting attachment.

No. 10 1/2 Set 75 YOUNITS—PRICE \$35.00. For 1 large Hardware and Sundry window and inside store use on counters and cases. The 10 display boards are covered with black felt each equipped with a metal adjustable and tilting attachment.

No. 4 Set 110 YOUNITS—PRICE \$28.00. This set is made for the General Store trade. This set can be used for displaying Hardware, Groceries, Shoes, Clothing, Dry Goods, Furnishings. A good all round set. Freight and Duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the southern Canadian Border.

Finish Made of Select oak in one stock finish—Weathered Oak—all in a soft, mellow waxed finish.

Storage Chest Each set is put up in a hard wood, hinged-lid storage chest (oiled finish.) A place to put the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Every Set Guaranteed to Give Satisfaction.
 Shipments Made at Once.

PEASE

WARM AIR

FURNACES

Our motto is not "How Cheap" but "How Good" can we make them. The result of practicing this motto is our unblemished reputation for the last 36 years of producing the *best furnace in every way.*

"Ask the man who has one"

*Write for a copy of our
new illustrated catalogue*

Let our Heating Engineering Department help you *free of cost* on any heating problem you may have to solve.

PEASE FOUNDRY COMPANY

Toronto

Winnipeg

Western Representatives:
PEASE-WALDON COMPANY, Limited, WINNIPEG

166

"OVEN DOOR"

"SPRINGS"

HAVING trouble?
Well, try us---
THAT'S all.

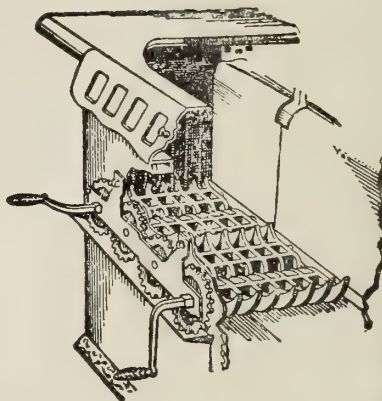
United States Steel Products Co.
MONTREAL, QUE.

Every Range is just as good as the Grate!

And that is the chief reason why you should stock and recommend the

"Champion" Range

with the famous "Champion" Grate. This grate gives better



combustion than any other, because it is more open and more easily shaken. The cross-wise, non-warping bars prove an irresistible selling feature.

SEND FOR CATALOGUE TO-DAY

D. J. BARKER & CO.
PICTON, ONT.

COWAN & BRITTON

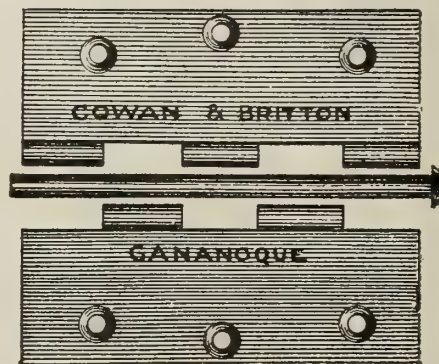
HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - GANANOQUE, CANADA

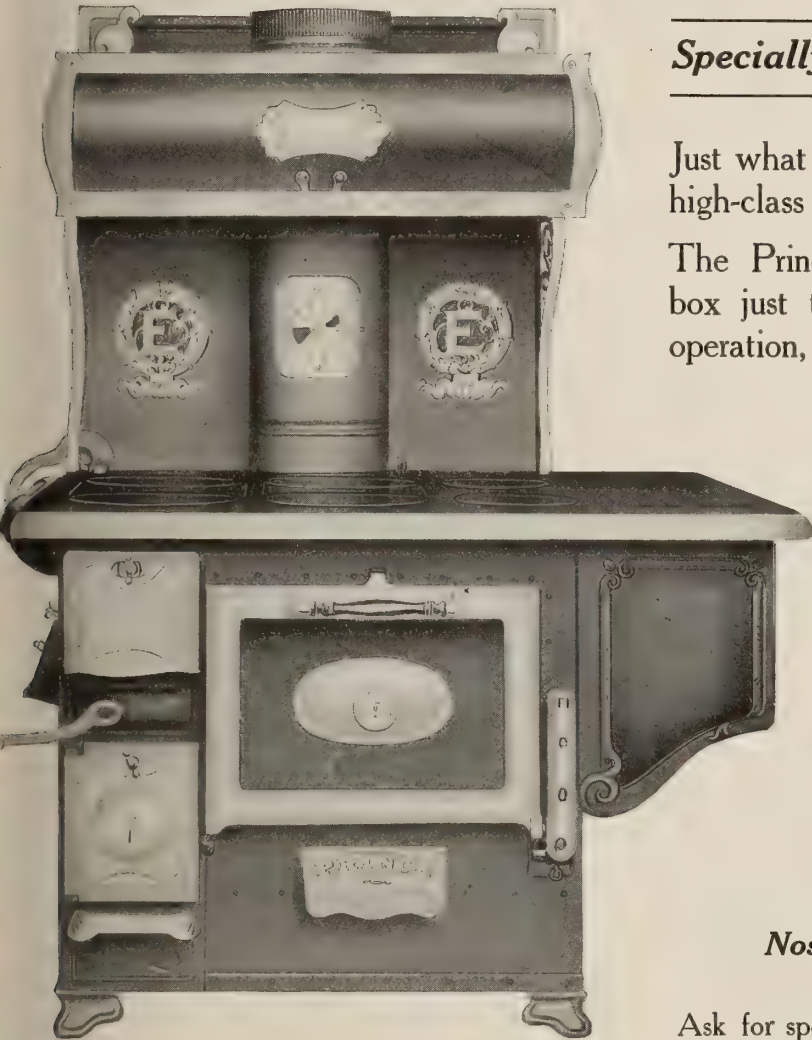
Western Representatives { D. PHILIP, 291½ Portage Ave., Winnipeg.
R. OGILVIE, P.O. Box 1259, Vancouver, B.C.



Look for the above brand

The "Enterprise Prince"

Steel Range is the Big Trade Winner
in the Canadian Stove Trade



Specially adapted for Western trade

Just what the up-to-date dealer wants, viz., a high-class range at a moderate price.

The Prince has very large flues, and a fire box just the right size and shape for quick operation, and great economy in fuel.

In appearance and finish it leaves nothing to be desired. The design is chaste and simple and in accordance with modern ideas.

Note some of the special features:

Oven Thermometer
Key Plate Top
Controller Damper
Pouch Feed
Duplex Grate
Contact Reservoir

Made in four sizes:

Nos. 8-14; 8-16; 8-18; 9-18.

Ask for special circular, which illustrates and fully describes this beautiful range which has been on the market only one year, but in that time has developed a demand which has been a surprise both to ourselves and our agents.

*You will be interested in it. Drop us a line
The price is right.*

THE ENTERPRISE FOUNDRY COMPANY

Makers of High Grade Ranges and Furnaces

SACKVILLE

NEW BRUNSWICK

The Hercules Step Ladder

No other ladder made of equal strength

A splendid line for retailers to push—one they can guarantee to give satisfaction, it being made right, by experienced men.

The "Hercules" is made in lengths from 4 to 10 feet and in extra heavy stock up to 16 feet.

For the housewife, electrician or mill owner it has no equal on any market.

**Stratford
Manufacturing
Co., Limited**

STRATFORD
ONTARIO



Quality sells our Glass

When buying Window Glass, see that you get the world-wide brand



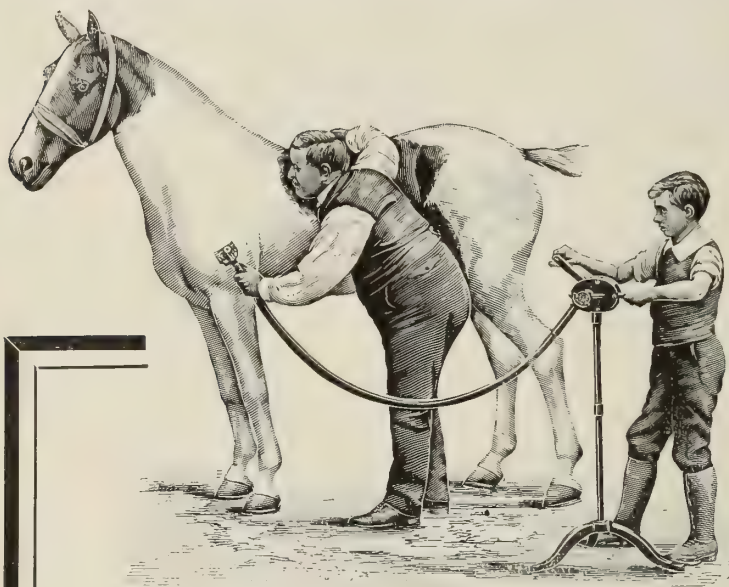
Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

BUILDERS HARDWARE WITH A REPUTATION

CRESCENT



Hinges, Butts, Staples, Latches, Gate Hooks,
Parlor Door Hangers, Barn Door Hangers,
Corrugated Strap and Tee Hinges, and Light,
Medium and Heavy Strap and Tee Hinges

CANADA STEEL GOODS CO., Limited
HAMILTON, - - - ONTARIO

Wright's Nestable Galvanized Garbage Pails *With Pressed Covers*

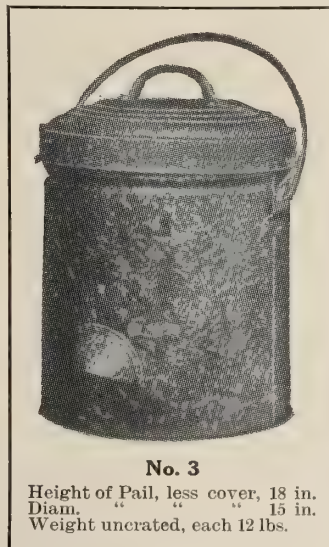
These Pails nest snugly, and are shipped in a good, strong crate. The two inside Pails cannot possibly be damaged and the outside Pail is well protected.

This method of packing and shipping is the most perfect yet devised for this class of goods.

Weight of nest crated, 35 lbs.

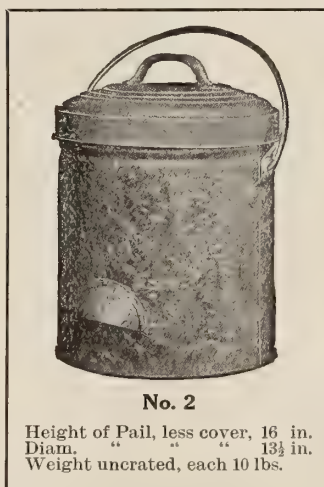
Householders have frequent uses for these Pails, and every dealer should have them in stock. We recommend purchasing them in nests as giving a better assortment, and assuring delivery in perfect condition, but they are sold singly as well.

*Write
for Prices
or for
Sample
Lot.*



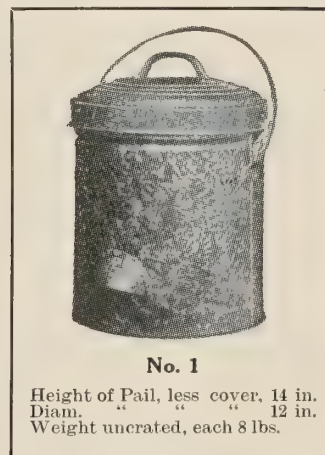
No. 3

Height of Pail, less cover, 18 in.
Diam. " " " 15 in.
Weight uncrated, each 12 lbs.



No. 2

Height of Pail, less cover, 16 in.
Diam. " " " 13½ in.
Weight uncrated, each 10 lbs.



No. 1

Height of Pail, less cover, 14 in.
Diam. " " " 12 in.
Weight uncrated, each 8 lbs.

The Blue Stripe

At a slight additional cost we supply these Pails striped with a broad blue band, which makes them a greater attraction to the buyer.

E. T. WRIGHT & CO.
(H. G. WRIGHT)

HAMILTON

CANADA

Winnipeg distributing agents, Merrick-Anderson Co. Winnipeg agents, W. Reynolds & Co.
Vancouver distributing agents, MacPherson & Teetzel Toronto agent, F. B. Wilson, 33 Maitland St.

Big Ben

A Watchlike Sleepmeter



*Height 7 inches. Dial 4½ inches.
Rings steadily for 5 minutes, intermittently for 10.*

HALF a dozen Big Ben in your store window will add life and ginger to the brightest display.

With every half dozen you'll get a complete set of Window Display Helps. If you make it a full dozen order, you'll get a solid mahogany display stand and two sets of display helps.

Big Ben advertisements are appearing in the leading Canadian Magazines and in all the United States Magazines having a Canadian circulation.

The retail Canadian price has been fixed at \$3.00. You may sell him for more if you wish but you may not sell him for less.

Big Ben is carried in stock by 53 Canadian wholesalers. The publishers of this magazine will send you the list on request.

In broken and dozen lots, \$2.20 less 5%. In case lots of 24, \$2.10 less 5%.

The Western Clock Mfg. Co.
La Salle, Illinois

CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, MARCH, 1912

NUMBER THREE

PUBLISHED MONTHLY BY

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MONTREAL, E. T. Bank Building (Main 4615)

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EASTERN ONTARIO - - - -

GEORGE H. HONSBERGER

WESTERN ONTARIO - - - -

GEORGE G. COLVIN

NEW YORK, 318 Broadway, Phone 2034 Worth

A. B. ABRAMS

CHICAGO, 4059 Perry Street

E. J. MACINTYRE

CIRCULATION MANAGER - - -

JOHN A. GIBSON

Hardware Manufacturing in Canada.

As a manufacturer of articles appertaining to the hardware trade Canada is gradually assuming a position of no small

importance. All the manufacturers of hardware were by no means represented at the exhibition at Guelph, but those that were there were sufficiently representative to give one an idea both of the diversity and the growing importance of the industry.

Elsewhere in this issue we publish a number of letters from retail hardware merchants who attended the convention, and it is quite evident that they appreciated the educational value of the exhibition. In some instances it was confessed that they discovered for the first time that certain articles were manufactured in Canada.

The association of manufacturers which will hereafter have charge of the exhibits are, we believe, possessed with the importance of their organization as a factor in acquainting, not only the wholesale and retail hardware trade of Canada, but of the great mass of Canadians as well, with the development which is taking place in the hardware manufacturing industry. This fact we may expect to see reflected in the next exhibition.

Don't kick your competitor. Your friends may think he is knocking you out.

Hardware Exhibits on Wheels.

One of the purposes of the Canadian Hardware Manufacturers' Exhibitors, Limited,

is to conduct exhibitions in various parts of Canada to develop increased interest in Canadian made goods. Exhibitions have already been held in Ontario and Quebec and it is possible that others may be arranged later on at Winnipeg and other place.

If an exhibition is good for one year and one district, it ought to be equally valuable to maintain regular displays in the larger business centres throughout the Dominion. And it may even be found advisable to go further and arrange a hardware exhibition on wheels, starting a train at Halifax and taking it across the continent to Vancouver, visiting as many business centres as possible, and inviting retail hardware men in the districts visited to inspect the displays and attend the meetings arranged in the places visited.

The central thought of the new hardware manufacturers' organization will be to encourage the purchase of Canadian made products. As F. M. Tobin said at Montreal last week: "Any article well made at home has no equal in the whole world." That is a truth which every hardware jobber and retailer should pass on to their buyers and salesmen as a motto to follow in their daily work.

But Canada is growing rapidly and scores of industries which were "foreign" last year are or will be "Canadian" next year. The line should not, therefore, be drawn too closely at hardware exhibitions, and where a foreign manufacturer of shears, for example, a line which is not competitive to any established Canadian industry, desires to exhibit in order to increase the volume of his trade in this country, it would be better to extend a welcome hand and assist in making it possible for the foreign manufacturer to secure enough trade to warrant the establishment of another Canadian industry.

Spring time is a good time to look for cobwebs in the brain as well as for cobwebs in the store.

Discourtesy a Tax.

Most forms of taxation have objections of some kind surrounding them. But the worst

form of taxation that any business man can contend with is that on discourtesy.

The tax on discourtesy is dissatisfied customers and diminished business. In some instances it leads to insolvency. One thing is certain, it never pays.

But, unlike many other forms of taxation it can be eliminated at will. And its dangerous character demands that it should be eliminated. No one should be retained in a store who is not courteous to customers under all conditions.

There may be discourteous customers, but there should never be discourteous clerks. A clerk who is discourteous is a liability, not an asset to a business, and should be dismissed no matter how efficient he

otherwise may be, if he persists in taxing the business with his unbusinesslike practice.

Just as water will eventually wear down the roughest stone so courtesy will finally smooth down the ruffles of the most discourteous customer.

To be afraid of one's competitors is really to be skeptical of one's own ability.

Wholesalers Selling to Blacksmiths.

The discussion which took place at one of the sessions of the Retail Hardware Association in Guelph over the matter of wholesalers and manufacturers selling to blacksmiths and others not legitimate retail hardwaremen will no doubt be productive of good.

As a rule manufacturers and wholesalers are disposed to do the right thing. If for no other reason, they naturally do so because it pays them. That there are exceptions to this rule we all know. But it is the exception that proves the rule.

Where there are departures from the rule it is only right and proper that the attention of the offending house should be drawn to the matter, either direct or through the secretary of the Association. It is better for all concerned. The fact that at least some of the departures from the regular beaten retail path are explainable makes it all the more necessary that attention should be drawn to the matter. On the other hand a grievance, whether real or fancied, only grows as time goes on unless some effort is made to the remove it. And this is not conducive to the welfare of either retail, wholesale or manufacturing interest.

It is usually better to ventilate a grievance than to allow it to quietly effervesce, particularly when by ventilation it is often dissipated.

Gather up your ideas for the retailers' convention and distribute them among your fellow members. He who gives receives.

Agreeable Kind of Night Work.

A retailer in Toronto recently asked his clerks if it would be possible for them to work a little overtime on a certain night. He made the appeal to them individually and in a manner that intimated that it was entirely at their discretion as to whether they complied or not. One or two made up their minds that there would be no night work for them.

When the usually closing hour arrived those who had remained behind as requested were informed that the "night work" was merely to assemble at a restaurant and partake of dinner with their employer, and, afterwards, over their coffee and cigars, discuss in an informal way matters appertaining to the business of the firm. Naturally this was a kind of night work that appealed to them all. They had a good time and the enthusiasm and the ideas which were developed more than repaid the retailer for the dollars he had expended.

The idea is not new. Many merchants and manufacturers employ it at regular periods. But it is not as general as it might be. When away from the store, warehouse or factory, a function of this kind develops a free and easy spirit, under the spell of which expression is given to ideas which have hitherto lain dormant.

It is a profitable way to get up steam. Try it, even if your business is so small that you employ only one clerk.

THE MANUFACTURERS' ORGANIZATION.

By W. L. Edmonds, Managing Editor

That there must ultimately have been a divorce of the management of the exhibition of manufacturers appertaining to the hardware trade at the annual convention of the Retail Hardware Association from that of the officers of the latter must have been obvious to everyone who gave the matter consideration.

At the inception of the Association and the exhibition, which was the concomitant of it, it was scarcely possible to separate the management. Had there been no Retail Hardware Association there would have been no exhibition of hardware manufactures. It necessarily follows that the promoters of the one must be the parents of the other.

But both have passed the initial stage. And it was made quite obvious at the Guelph convention that in the process of evolution a point had been reached where the control of the exhibition must pass from the hands of the officers of the retail organization. The fact that the exhibition had assumed such proportions made it obvious to the members of the retail association, as well as to the exhibitors themselves, that responsibility for its success should now rest upon the shoulders of those directly concerned. When, therefore, the latter offered to assume the responsibility of hereafter managing the annual exhibition, and of forming an incorporated company for the purpose of doing so, it was gladly and unanimously accepted by the retailers' association.

The change may confidently be expected to be conducive to the welfare of both the Retail Hardware Association and the manufacturers' exhibition. The officers of the former will have more time at their disposal for looking after the immediate affairs of their own association and relieve them at the same time of a good deal of responsibility and worry. On the other hand, the exhibition, being under the control of an incorporated company, may be expected to possess greater possibilities of permanency and at the same time greater powers of attraction when the annual convention of the Retail Association is being held.

That the two features of the annual convention must ultimately become separated was natural. The officers of the Association did their work well, but as the two grew in importance it became more and more imperative that each should be under separate management. It was no more to be expected that the officers of the Retail Association could continue to manage the exhibition when it got beyond its incipient stage than that the exhibitors could control and manage the retail organization. That has been the experience, at any rate in the United States, where they have had more experience than we have in Canada in such matters. Probably one of the best examples of this is the American Foundrymen's Association, at the annual conventions of which the exhibition and the convention proper are now run under separate and distinct management, to the undoubted advantage of both.

While the two branches of the convention are now separated, neither will in reality work separately. They will travel together arm-in-arm. At any rate that is the spirit which actuates all concerned.

Seventh Annual Convention of Ontario Hardwaremen

**Blizzard ties up train service and prevents scores from attending—
About 150 retailers present—Exhibition the largest yet held—Manu-
facturers form a company to conduct Exhibitions and co-operate
with Retail Association—Old officers re-elected—Hamilton next year**

THE Guelph convention of the Ontario Retail Hardware and Stove Dealers' Association, held on February 19 to 23, was in many respects the most important of the seven annual gatherings held under the auspices of that organization, while it also had many discouraging features.

The attendance of retailers fell short of both the London and Peterboro conventions owing to the blizzard which tied up the railways in all parts of Ontario on the last three days of the convention. Over

100 retailers arrived on Monday and Tuesday, and by Friday the number had climbed to about 150, but this was far below the number expected, and the exhibitors who had spent thousands of dollars in getting together the largest hardware show ever seen in Canada were naturally disappointed at the small number of visitors.

It is interesting to note, however, that the Association membership shows an increase this year over last, the number of paid up retailers in January and February of this year exceeding all of last year by about twenty. This augers well for the future of the Association, especially as new plans were formulated at the Guelph gathering which places both the Association and the Exhibition on a

Executive to decide upon the place of holding the 1912 convention the convention itself decided upon Guelph. The Executive, therefore, visited Guelph last April, and being promised that the Winter Fair building would be well heated, they accepted it as the only building available.

Manufacturers were invited to make displays, the ground plan showing larger aisles and larger booths than in previous years, and the number of exhibitors increased nearly fifty per cent, over 100 booths being occupied, some firms using as many as four booths. But the building couldn't be heated, the roof leaked and when the blizzard arrived the snow blew in—no wonder some exhibitors became disheartened while those inclined to wield the hammer did some vigorous knocking.

The situation was dangerous and the work of years might have been largely undone had it not been for the wisdom and cool action of those exhibitors who had had the forethought to prepare for just such a situation. The exhibitors were called together, and under the chairmanship of F. M. Tobin, of the Tobin Arms Manufacturing Company, Woodstock, a definite organization was perfected to be known as the Canadian Hardware Manufacturers Exhibitors, Limited, and a strong set of officers were chosen headed by A. A. Bittues, managing director of the Gillette Safety Razor Co., Montreal, as president. Committees were also appointed and conferences held with the executive of the Retail Association.

"We have formed a company to conduct future hardware exhibitions," said the exhibitors' committee, "and we want to co-operate with you in increasing the interest and attendance at these gatherings. We ask that you turn over to us the management of the exhibition. This will relieve your officers of a great deal of detail work and make it possible for you to give more attention to your convention meetings. In return we will provide a program of entertainment and our travellers will urge their customers to attend the convention whether they are members of the Association or not. It will then be up to you to show them that it will be worth their while to join your Association.

The Retailers Concurred.

The retailers expressed their approval of the plan and their willingness to turn over the exhibition feature to the manufacturers. While it meant a loss of revenue it would be a great relief to the Secretary and those assisting him. "The loss can easily be made up in increased membership fees," they replied, "as if your travellers all become boosters, scores of retailers who have never attended our conventions will come, and we can get them interested in our work and discussions."

The proposition was put to the convention and met with unanimous approval so that the danger point was successfully passed, and instead of a split developing, retailers and exhibitors went home determined to work and boost to make the 1913 convention double or triple the size of the 1912 gathering.



The Guelph Convention Badge. 700 of these were supplied by the Taylor-Forbes Company, and the supply soon became exhausted.

much more sound foundation than ever before.

Hardware Manufacturers Organize.

At various times during the past couple of years the formation of a committee of exhibitors has been discussed, but as the Retail Association was handling the exhibitions successfully no action was taken. This year, however, the Exhibition was held under two serious drawbacks, a cold hall and a small attendance, and the time was opportune for the manufacturers to organize to co-operate with the retailers by assisting in handling their part of the annual gathering.

At Peterboro last year a change was made from the usual procedure. Instead of leaving to the Retail

Local Arrangements.

Aside from their failure to properly heat the Exhibition Hall the arrangements made by the Guelph civic officials and hardwaremen were excellent. The City Hall was handed over to the hardwaremen and it made a splendid meeting hall and business office. The City Council also tendered a luncheon on Wednesday noon to the Executive of the Association and to the exhibitors, this being the first time the Association has been thus honored.

Hotel accommodation was good, few complaints being heard of over crowding, a large number having secured accommodation in private houses. Had another hundred retailers attended, however, the hotels would have been overtaxed, so it must be recognized that if larger conventions are desired the convention must be held in either Toronto, Hamilton, London or Ottawa.

Admission Tickets for Mechanics.

Three thousand complimentary tickets of admittance to the Exhibition Hall were distributed in advance

fine window trims of Martin-Senour, Lowe Bros., and Sherwin-Williams' paints, Atkins' saws, stoves and enamelware were shown in the local stores, but lack of judgment was evidenced when a display of foreign made tools, bearing the special brand of a United States jobbing house, was displayed in a local hardware store. The trim was a good one but it was untimely. Equally poor judgment was shown by another local hardwareman who gave the use of one of his windows to a safety razor manufacturer who should have made his display in the Exhibition Hall rather than trying to secure cheap advertising in local store windows or hotel corridors.

Convention Meetings.

The meetings of the convention on Tuesday, Wednesday and Thursday afternoons, and the Question Box discussion on Wednesday night, were all interesting gatherings, though they lacked much of the "snap" of the Peterboro convention.

The Wednesday afternoon and evening sessions were probably the most interesting, the discussion on



OFFICERS OF ONTARIO EXECUTIVE, PHOTOGRAPHED AT MONTREAL

President, M. S. Madole (seated); Secretary, Weston Wrigley; 2nd Vice, W. F. Macpherson; Treasurer, John Caslor; 1st Vice, H. Ocomore; and Fred C. Lariviere, President Hardware Association, Montreal (seated, on right); Secretary, J. A. Beaudry, of the Montreal Association, could not be present, but he is represented by his paper, "Le Prix Courant," the official journal of the Retail Merchants' Association, in Quebec Province.

to the mechanics at the local factories and to customers of the local hardware stores, and the Exhibition was thrown open to the public on three occasions, large crowds attending on each occasion.

The Taylor-Forbes Plant.

The big Taylor-Forbes plant was thrown open to visitors and a staff of about twenty were constantly at the service of the visitors, John M., Adam, Capt. Jim and John M. Taylor, Junior, proving themselves the best of good fellows, working double shift in looking after the welfare of their retail, jobbing and manufacturing friends.

A word of criticism may be in place here. Some

"Retail Salesmanship" in the afternoon being one of the best features of any convention yet held. Mr. Holt Gurney held the attention of his hearers and answered questions for fully an hour, Milton Bergey following with a very practical talk on paint retailing. Ed. Wanless, of Chatham, who recently polled a remarkable vote in the aldermanic election in his city, handled the Question Box discussion splendidly.

Fred C. Lariviere's talk on "Waste in Hardware Stores," and W. G. Wright's address on "How to Improve Fire Insurance Risks," were features of Thursday's session.

The smoking concert on Tuesday night and the card party on Thursday night were generally enjoyed, al-

though the point was made by several that Tuesday night would have been more profitable if it had been made a second question box night.

A local committee, with Thomas Keatinge, of the Bond Hardware Company, as chairman, and Herb. Penfold, as Secretary, handled the card party very acceptably.

The New Executive.

Only two changes were made in the list of officers, Past President Chown and R. H. Blackmore being replaced by Ed. Wanless, Chatham, and Fred W. Otton, Barrie, the latter being one of the charter members of the Association.

The Nominating Committee reported on Wednesday and additional nominations were called for at both Wednesday and Thursday afternoon sessions, but the committee's report was adopted unanimously.

Western Ontario is represented by officers from Guelph, Chatham and Tillsonburg; Eastern Ontario by Napanee, Gananoque and Prescott, and Northern Ontario by Barrie, Orillia and New Liskeard, the treasurer, secretary and auditors being located in Toronto.

It was practically decided that next year's convention would be held at Hamilton, the exhibitors having expressed themselves as opposed to making displays in cities of less than 40,000 population.

The Convention Daily.

A daily paper, eight pages in size, and giving almost verbatim reports of the convention meetings and addresses delivered, together with lists of those in attendance, was published every morning at Guelph by the Canadian Hardware, Stove and Paint Journal.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

GUELPH, THURSDAY FEBRUARY 22, 1912

CONVENTION PROCEEDINGS

WEDNESDAY MEETING

(Continued)
E. C. Chown, Barrie, asked Mr. Keatinge what stage of progress the paper was at. Mr. Keatinge replied that the paper was now in the hands of the printer, and that it would be ready for the press in a few days. Mr. Chown then asked Mr. Keatinge what stage of progress the paper was at. Mr. Keatinge replied that the paper was now in the hands of the printer, and that it would be ready for the press in a few days.



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producing a paper department in a small way. The paper department, said Mr. Chown, is the most important of the work from the standpoint of profitability. There is a limit to the amount of paper that can be used, and the more paper that is used, the more the cost of the paper. The paper department, said Mr. Chown, is the most important of the work from the standpoint of profitability.

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The Convention Daily which kept all present posted regarding the Convention doings

In addition to distributing the dailies free at the hotels, railway stations, and in the Exhibition Hall each morning, copies were mailed to hardware jobbers and retailers throughout Ontario to keep them posted regarding the doings of the convention.

The convention daily was also published by Canadian Hardware, Stove and Paint Journal at the Peterboro convention last year.

DAILY PROCEEDINGS

The opening session of the convention was held in the Council Chamber of the City Hall at 2.15 Tuesday, with President R. C. Chown in the chair.

In a few words, President Chown called the meeting to order and then the choir followed by the singing of a few songs, in which F. C. Lariviere's deep bass voice could be heard strongly above the rest.

The Civic Welcome.

Mayor Thorpe extended, on behalf of the city of Guelph, a hearty welcome to the Royal City. He hoped the convention would be a success and assured the members that the City Council would do all in their power to give any assistance necessary.

"In conclusion, let me say that the city that secures your convention of next year should be proud that they are able to secure such a fine body of men as represent your association."

Ald. Howard, chairman of the Reception Committee, spoke a few words and reiterated the sentiments of Mayor Thorpe. He referred to the good prospects of this country, and stated that this was due to the fact that hardware men and other tradesmen had put their noses to the wheel and worked hard to bring Canada up to its present high status.

Ald. Lawson, Carter and Mahoney spoke a few words and referred to the advertising Guelph would get from the meeting here. Ald. Carter stated he hoped the visiting hardware men would leave Guelph with all kind thoughts of the city. Ald. Mahoney extended an invitation to come back again and assured the members they would be given an even better time than this year.

Messrs. M. S. Madole and Wm. Magladery replied on behalf of the Association, and thanked the civic officials for their very hearty welcome. Mr. Madole referred in a few words to the high place Canada holds in the countries of the world, and to the importance of the city of Guelph.

On motion of the President, the members present stood and gave three rousing cheers, followed by the singing of "For they are jolly good fellows."

The Absentees.

Letters regretting their inability to be at the convention were read from the following: Messrs. Jas. G. Lewis, Montreal, and Robt. Hobson, Steel Co. of Canada, Montreal; A. Jeanette, President, Canadian Wholesale Association, Montreal; D. Howden, London; C. A. Whitwam, Hobbs Hardware Co., London; Peleg Howland, H. S. Howland, Sons & Co., Toronto; Major Currie, M.P., Collingwood; Thos. Marshall, M. P.P., Dunnville; Rich. Blain, M.P., Brampton; A. E. Kemp, M.P.P., Toronto; A. E. Gilverson, Rice Lewis Co., Toronto; S. R. Kennedy, Kennedy Hardware Co., Toronto; W. M. Gartshore, McClary Mfg. Co., London; J. Walton Peart, Regina; C. C. Ballantyne, Sherwin-Williams Co., Montreal; S. H. Alexander, Wood Vengeance Co., Hamilton; Arthur F. Hatch, Hamilton; and Col. J. B. MacLean, Toronto.

A telegram was read from A. A. Bittues, managing director of Gillette Safety Razor Co., Montreal. Mr. Bittues recently met with an unfortunate accident, breaking his ankle in a fall. He extended a cordial

invitation to all members of the Association to attend the coming exhibition in Montreal. The secretary, in return, sent a lettergram to Mr. Bittues, under instructions from the Executive.

Wholesalers Promise Help.

Jas. Hardy, secretary of the Canadian Wholesale Hardware Association, stated that his Association is realizing more and more the importance of these annual gatherings. He gave the assurance that the Wholesale Hardware Association are doing everything in their power to solve the trade problems that come up from time to time. "There has been some question as to payment of freight down to the stations,"



R. C. CHOWN
who tried hard to land next year's
Convention for Belleville



W. J. LAWSON
of Rice-Lewis & Son, Toronto,
Vice-President of the Wholesale
Hardware Association

he said. "We will try to get over this by asking in the large towns that the people pay for deliveries in the towns.

"The hardware business is getting better," he continued. "I was in Montreal and discussed with several of the largest retailers there the prospects for business. One dealer told me that for the month of January his business had increased 25 per cent., another 33 1-3 per cent., while another said his increase was 50 per cent. If this is any indication of what this country is going to do in the near future, we want to prepare for it, and I am sure you will agree with me that this portion of the country will get its full share of the benefits.

"On past occasions we have just given you one word of advice. I would like to repeat, and this is, 'In business, get to know your competitor.' The man across the street, that you have been fighting for years, may not be such a bad fellow after all. This is the motto we have always tried to get hardware men to stick to."

W. J. Lawson, vice president of the Canadian Wholesale Hardware Association, was called upon in the absence of President Jeannotte, and made a hit by telling a good story of how "un'appy" he was. "Tony" said he couldn't make a speech but he proved that he could jolly an audience as well as a traveling salesman who wanted to sell him a bill of goods.

PRESIDENT'S REPORT.

President Chown, in a few words, urged upon the members to not only think of the Association at convention time and look upon the meeting as an excursion solely for a jolly good time, but to write the Executive when any problems come up and to come

to the convention prepared to take part in the discussions. His report was as follows:—

At the outset, I wish to thank all the members of the Executive for the loyal support they have given me during the past year, and for the many helpful suggestions made by our officers to make our work as an Association more effective. It is not my purpose to hand out roses promiscuously; still, there is one officer of the Association on whose efficiency much depends. It is therefore a pleasant duty for me to commend to the Association the faithful and efficient services of our secretary, Weston Wrigley, and recommend that we extend to him the sincere thanks for his untiring energy and enthusiasm in our behalf.

Value of Association Spirit.

The hardware men of this province, who have become saturated with the Association spirit, are making better merchants and better citizens, as by meeting their fellow-hardware men at these annual gatherings, they have opportunities to discuss together many commercial problems, both giving and taking advice. The necessary result is that they take a broader and better view of life, and are in a position to meet with comparative ease the many perplexities which confront them. But in order to derive the greatest benefits from an organization of this kind we must emphasize the fact that we are to meet our competitors as friends, discarding the prejudices that have no right to exist in the mercantile field. This understood, we can meet, talk over business matters, and agree to adopt certain fixed prices on many staple lines of goods, so that instead of selling at reckless prices, we can arrange a fair profit on all lines. Thus the consumer will know one price only in the community, and the merchant, in turn, will make sales more readily and will have a larger profit on the year's operation.

Some of the considerations that would make for our permanent success, and extend our usefulness as individuals in the community, are politeness, patience and perseverance.

Politeness is by no means an unnecessary thing for business men to exercise in this age of sharp competition. Men don't care to do business with a man who is glum or who cannot make them feel at home in his presence or in his store.

Patience is another virtue much needed in our business, and diverse and numerous are the occasions upon which we have the opportunity of exercising it. The provocations of the merchants are many—goods returned—unreasonable demands—old accounts unpaid—pressing bills to meet—besides the restraint of insufficient capital, poor help, lack of floor space—these and many more call for patience, and without it business would become absolutely paralyzed.

I add perseverance. Take, for example, the Hebrews who do so large a business in this country to-day, against great odds. The chiefest factor in their phenomenal success has been the eternal vigilance which characterizes their race.

Let us not then be content to plod on, leaving business to run on the same plane upon which our fathers conducted it many years ago, but let us follow the beacon star of progress, and by diligent pursuit of the knowledge of men and their needs, of goods, their quality and fitness, become real factors in the world's uplift.

Association Helps Big Retailers.

As your representative, in company with our secretary, Weston Wrigley, I had the pleasure of attending the eighteenth annual convention and exhibition of the New England Hardware Dealers' Association in Boston last month. This association, being one of the oldest and strongest organizations in the United States, has, through years of experience, adopted many practical suggestions which were of great assistance to the exhibitors and members in making this affair such a success. We are putting into force a number of these ideas this year, and I trust that we will be able to take up some others before long.

One thing that struck me particularly in connection with that gathering, was that the members were nearly all men who conducted large businesses, ranging from \$75,000 to \$500,000 per annum. If these men receive benefits from a hardware association, surely it should be of much assistance to us.

Insurance Department.

The matter of mutual insurance was fully discussed at our Executive meeting held in Guelph on Easter Monday. W. G. Wright, an insurance expert, was present, and gave us much information on the insurance question, after which it was decided not to proceed with the organization of a Mutual Insurance Company in connection with our association at present, but to establish an Insurance Department, with the idea of securing more information on this important subject.

The Parcels Post problem broadens under the discussion to which it is subjected. To many persons it seemed at first very desirable that parcels should be carried through the mails at a trifling charge for postage. This would be of material advantage to the large mail order houses, who would welcome it with glee, as it would give them added opportunities for doing business ten or a thousand miles away from their stores at the same charge for handling their business. This would naturally affect the general store and the hardware merchants, and would be the means of centralizing business with the large mail order houses, which would mean the ruination of the small merchant in the country town. On reflection, parties who were once in favor of it, can readily see the disadvantage of such a system, as it would be playing into the hands of a few millionaires. It behooves us, then, as an Association, to begin an active campaign against the enactment of any such legislation.

An Unjust Tax.

We are also endeavoring to secure an amendment to the Weights and Measures Act, whereby the retailers will not be called upon to pay for the re-inspection of weights and measures after they have been passed by Government officials at the place of manufacture. This inspection, which is made every two years, we feel should not be borne by the individual retailer, as it is in the interests of the general public to have these weights and measures correct. We are, therefore, petitioning the Government to abolish this tax on the individual retailer, and maintain this department out of the revenue received from the general public.

In conclusion, I desire to say that I have great faith in the future of this Association. It has in it the kind of timber that makes for success. Its possibilities for the future are limited only by the measure of our enthusiasm and energy. Therefore, let us strive to make the Ontario Retail Hardware and Stove Dealers' Association the best on the American continent, ever mindful of the duties and obligations of a higher and better citizenship which has come to us as a result of our connection with association work; and let us strive to enter into and become an integral part of all that is best in our home cities.

EXECUTIVE COMMITTEE'S REPORT.

The report of the Executive Committee, presented by Secretary Wrigley, was given as follows:—

Your Executive Committee met at Guelph on Good Friday and made preliminary arrangements for the large exhibition and successful convention which this gathering at Guelph bids fair to be.

During the year the Mayor of Guelph and civic officials have been extremely courteous and willing to do anything in their power to make this convention the most successful ever held by our Association. The thanks of our Association are certainly due to the Mayor and Corporation of Guelph, the civic officials individually, ex-Ald. Kelly and Ald. Occomore, who extended the invitation and furthered the arrangements for our meeting here, and to the retail hardware and stove dealers in Guelph, who have assisted in completing local arrangements for the convention.

Thanks are also due the Taylor-Forbes Co., Guelph, for the handsome badge donated for use at this convention, the bells worn being produced in Taylor-Forbes own factory.

"The Association expresses its appreciation for the support that exhibitors have given us by making displays at our conventions from year to year, and would urge that members as far as possible in specifying from jobbers or manufacturers give preference to goods "Made in Canada."

The large amount of space available in the Winter Fair building made it possible for your committee to give larger space to exhibitors at this convention than at any previous exhibition. The floor space of each booth at London exhibition was 68 square feet, at Peterboro 120 square feet, while at Guelph a large percentage of our exhibitors have been given 144 feet without any increase in the charges made. Our Association erected and decorated the booths and supplied each exhibitor with a sign. This year your Executive went a step further and placed several thousand dollars insurance on the goods on display in order to protect the exhibitors should any damage be caused by fire.

Mutual Fire Insurance.

Your Executive went fully into the question of mutual fire insurance at its Good Friday meeting, and after advice by experts that there was little chance of establishing a mutual company at this time, it was decided that the question should be left in abeyance and an insurance department established. Mr. Wright, the insurance expert referred to, has been conducting a series of articles in the Association's pages

of the Canadian Hardware, Stove and Paint Journal each month, and will also attend this convention and give members the benefit of his advice.

Your Executive also took up the matter of restricting the sale of fire arms, but finding that the retail hardware trade throughout Ontario took little interest in the matter, the Provincial Secretary's Department was approached and an understanding arrived at that our Association will be consulted before similar restrictive legislation is introduced in future.

The question of securing the abolition of the fees charged in connection with re-inspection of weights and measures also received considerable attention, and on two occasions petitions were sent to every hardware merchant in Ontario. We regret to report, however, that only about 100 retailers have shown sufficient interest in the matter to secure signatures to the petitions and return same to our secretary. We recommend that this question be given further attention by next year's Executive, and that retailers who have not yet shown an interest in bettering trade conditions in this respect, secure from our Secretary copies of the petitions and have same signed by the retailers in their respective towns.

As our brother hardware merchants in Quebec province are holding a convention in Montreal next week, we suggest that the incoming Executive send a deputation of the new officers to attend the said convention.

SECRETARY WRIGLEY'S REPORT.

Six years ago when a few of us gathered together in the Rossin House, Toronto, to discuss the question of organizing the retail hardware trade throughout Ontario, we had hopes and ambitions that an association would be formed which would some day compare favorably with the successful retail hardware associations which have done so much to bring about better feeling and better conditions for the retail hardware trade throughout the United States.

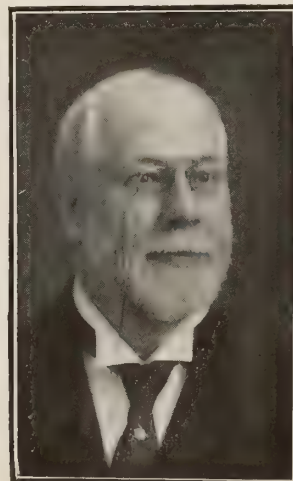
Every year has seen progress made and each year sees an increasing number of hardwaremen at our annual conventions determined to spend a profitable three or four days together to enjoy fellowship and secure advice from kindred spirits conducting business similar to their own in other towns and cities in various parts of the province.

Increase in New Members.

While the somewhat inconvenient location of Peterboro, where last year's convention was held, prevented many of our members from the western parts of the province from attending, and membership receipts suffered as a result of



WESTON WRIGLEY
Secretary of the Retail Hardware
Association



JAMES HARDY
Secretary of the Wholesale Hard-
ware Association

their non-attendance, there has been an encouraging increase in new members. Quite a number of really successful firms in various parts of the province, many of whom have held off from joining for several years, are now enrolling in our Association, and with over 130 travelling salesmen as associate members, each using his influence to assist in establishing a more co-operative spirit amongst retailers, the outlook for a substantial increase in membership is very encouraging.

The finances of the Association are also in a very satisfactory state, the auditors' report showing an excess of assets

over liabilities of over \$800. A steady demand continues for the collection letters, stove lien notes and plumbing estimate forms, supplied to members of the Association from the Secretary's office at \$1 per hundred, which is approximately the cost of printing and mailing.

Collection Forms.

Numerous retail firms testify to the good results secured from the use of the Association collection forms, etc., and one firm, Pow & Wilcox, Tillsonburg, suggest that we go farther and establish a collection department on similar lines to the Detroit collection agency, which collects accounts on commission for those associated with the organization. This matter might be considered by the Resolutions Committee of this convention.

Your Executive Committee, and sub-committees of the Executive met several times during the year and considered various questions dealing with the business of the Association. President Chown and your Secretary attended the New England Hardware convention at Boston last March, and the Canadian Wholesale Hardware convention at Hamilton, in November, taking advantage of each opportunity to gather ideas and information to assist in developing the work of our organization. The members of the Wholesale Association have signified their willingness to co-operate with our Association in opposing the proposed parcels post system which wealthy newspaper owners elected to Parliament have on several occasions endeavored to crystalize into law. This parcels post matter should be given special consideration at this convention, and a strong resolution passed outlining the dangers of our national Government passing legislation which will assist in depopulating the farm districts and force additional population into overcrowded cities. In this connection consideration might also be given to the proposal made by Goderich Board of Trade that a method of taxation be devised which will force mail order houses to pay their fair share of taxation in each community in proportion to the volume of business they transact.

Officers' Co-operation.

During the past year your Secretary has received consistent support from every member of our Executive and officers of our Association. President Chown has been indefatigable in working to assist in the development of the organization, and the other members have shown equal interest.

The Canadian Hardware, Stove and Paint Journal, during the year devoted two or more pages in each issue to Association news, besides publishing five pages of display advertising without charge. The Secretary has also supplied reports of Executive meetings and information regarding the work of the Association to Hardware and Metal, Iron Age, Hardware and Hardware Dealers' Magazine, all of which have given considerable space in their reading columns to the matter supplied.

Your Secretary has investigated the possibilities of holding our next convention in Hamilton, St. Catharines, Niagara Falls and Belleville, as well as having endeavored to secure permission to use the Armories in Toronto for our annual exhibition. Militia officers have declined to grant us the use of the Armories, although same might be secured by pressing the application at Ottawa.

While it might be said that our Ontario Association has failed to accomplish some of the things it has set out to do, the officers who have attended conventions at Detroit, Toledo, Buffalo and Boston unite in agreeing that our Association is doing more to bring about a feeling of brotherhood and a willingness to assist each other by advice and information than any of the organizations visited. This work should be extended during the coming year if possible by holding district meetings at which many retailers who have never yet attended our provincial conventions could be met and consulted with, and in this way most valuable work could be done and the benefits of our Association work could be greatly widened.

Many members have been asked when another summer excursion would be arranged. The National Retail Hardware Association is holding its convention at Detroit next June, and if a sufficient number of Ontario hardwaremen express their desire to participate, your Secretary can arrange, at reasonable cost, an excursion trip, beginning at Toronto, boat or rail to Niagara Falls and Buffalo, boat to Cleveland, boat to Detroit, and boat to Sarnia, making the trip last about a week in all, and giving excursionists time and opportunity to visit many large and important hardware, paint and kindred industries in the points visited. If this suggestion meets with favor your Secretary would suggest the organization of a committee to act with the Secretary in making the necessary arrangements.

Secretary's Financial Statement.

Receipts.	
Membership fees during 1911	\$ 576.00
Peterboro convention and exhibition	2,005.70
Supplies	111.20
On Guelph exhibition account	50.00
	<hr/>
	\$2,744.90

Disbursements.	
Paid to treasurer	\$2,744.90

Treasurer's Report.

Receipts.	
Cash balance Dec. 31, 1910	\$ 519.09
Interest	18.05
Received from Secretary	2,744.90
	<hr/>
Total receipts	\$3,282.04

Expenditures.	
Peterboro convention and exhibition	\$1,555.92
Secretary's salary, postage and office expenses	544.64
Executive travelling expense	321.35
Job printing and supplies	272.17
Bonds for Secretary and Treasurer	7.50
	<hr/>
Total expense	\$2,701.58

Standing of Association.

Assets.	
Cash in savings bank Jan. 1, 1912	\$ 580.46
Saleable stock on hand	30.00
Office equipment, signs, bunting, etc.	200.00
	<hr/>
Total assets	\$810.46
Liabilities—None.	

Audited and found correct,
J. W. REACOCK,
S. M. BURT,
Auditors.

Toronto, Jan. 8, 1912.

COMMITTEES APPOINTED.

Appointment of committees was then made as follows:—

Reception—Past Presidents J. R. Hambly, W. G. Scott, O. Brocklebank, D. Cinnamon, F. C. Lariviere, Jas. Miller, ex-Ald. Kelly, Ald. Carter.

Exhibition—M. S. Madole, C. W. Conn, W. F. MacPherson.

Railway Certificates—W. F. MacPherson.

Window Competition—A. T. Black, E. A. Whitten, Geo. Matthewson.

Card Party—Herb. Penfold, Ed. Brocklebank, W. T. Keating, W. J. Bell, J. H. Conover, W. T. Earl.

Resolutions and Legislative—W. W. Bennett, W. F. MacPherson, Ed. Wanless, Geo. Matthewson, Reg. F. Scott, Robt. Smith.

Question Box—Ed. Wanless, Wm. Magladery, Jas. McGregor, J. W. Zavitz, F. E. Hendershott, D. Chalmers.

Nominating—G. A. Binns, F. W. Otton, Chairman; W. J. Bell, Wm. Rankin, Milton Adams, Jas. Purvis, S. M. Burt.

Salesmen's Afternoon—T. Wright, C. F. Smallpiece, Holt Gurney, M. Bergey, Jas. Hossack.

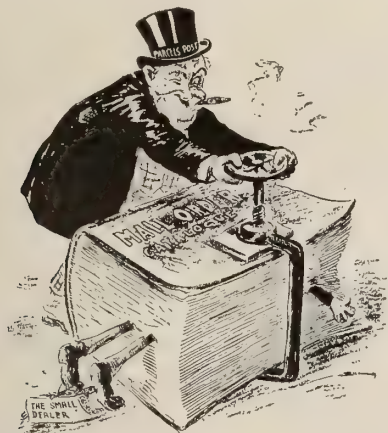
Smoker—M. Weichel, A. Gingerich, Geo. Ecclestone, Geo. Honsberger.

PARCELS POST

Secretary Wrigley introduced a discussion on the Parcels Post System and there was considerable difference of opinion among the members as to the best way of combatting this evil. One member referred

to the fact that the Goderich Board of Trade was taking up with their member of the Provincial House, William Proudfoot, M.P.P., the question of taxing mail order houses. M. W. Howell, a hardware man of Goderich and a member of the Board of Trade of that town, was called upon to explain what his Board of Trade was doing in the matter. He stated that, as yet, little had been done other than a mere proposal to take the matter up.

M. S. Madole, Napanee, stated that he had written Mr. Proudfoot to take this matter up, but had not, as yet, heard from him. He referred to the fact that



How Parcels Post Squeezes the Retailer

although there was a first-class dry goods store in his town, thousands of dollars worth of goods came in annually from Toronto and other large centres.

"It is not fair," said Mr. Madole, "to the smaller town merchants. They have to pay taxes, water rates, etc., and yet compete with the larger stores."

Jas. Purvis, Sudbury, stated that this question came under the head of trade and commerce and would have to be dealt with by the Dominion Government. Mr. Madole, on the other hand, said that the question was one of taxation upon rateable property and could be taken up by the Ontario House.

Wm. Magladery and W. F. MacPherson thought that little could be accomplished by appealing to either Parliament, and that the results would be far better if the retailer would get out and hustle for business and let the city man go his own way. "I think," said Mr. MacPherson, "that if a system were introduced to tax stores that did business in towns other than their own, it would result in a great tariff wall springing up which would tend to make trade difficult."

This question is not only an important one, but it is a difficult one, and the delegates were quite alive to that fact. It may be quite possible, as one member pointed out, that a lower rate of parcel postage will ultimately become a fact, but that is no reason why every retailer in the country should not make every effort to prevent its consummation.

There is undoubtedly a strong feeling in the House of Commons in favor of a lower postage rate on parcels, and it is not confined to one side of the House either. This was clearly shown by the discussion which took place therein a few weeks ago, when the ex-Postmaster-General, Hon. Mr. B. Lemieux, declared that the opposition which had developed against a low rate of postage on parcels was instigated by the express companies.

During the discussion it developed that some of the members had written their representative in Parlia-

ment asking him to oppose the innovation. It is to be hoped that others will do likewise. The more general it becomes the more effective will it be.

A great deal of hard work has yet to be done, for not only are the department stores, the permanent officials of the post office, and many members of Parliament, in favor of a lower rate, but the Canadian Manufacturers' Associations as well.

Wednesday's Afternoon Session

Treatment of Travellers—Mr. Holt Gurney Speaks on Stove Salesmanship—Conducting a Paint Department

Wednesday afternoon's session was probably the most instructive and interesting one of the convention. "Retail Salesmanship" was down for a good discussion and those travellers and retailers who attended the meeting learned some very useful information. The meeting was billed to start at 2 o'clock, but it was nearly three before Tom Wright, of H. S. Howland, Sons & Co., Toronto, called the meeting to order and criticized the Executive for being late. The delay was caused by members of the Executive being present at a luncheon tendered them by the City Council of Guelph.

TREAT THE TRAVELLERS RIGHT

James Purvis, hardware merchant, Sudbury, Ont., gave an instructive talk on showing courtesy to travellers. Mr. Purvis has been in the retail business for 30 years and, naturally, has met and done business with a great many road men. "Treat a traveller just as you would have a man treat you," he said. "There is no use for the tactics some buyers follow in keeping a man waiting a long time in anticipation of receiving an order and then turn him away empty handed."



JAMES PURVIS
who Pleaded for the Travelers

The traveller is just as good as the retailer and should be shown all the respect you would give any other person. I have noticed many times that when a manager of a concern comes round with the traveller, nothing is too good for him. He gets the upholstered chair in the office and the best cigar in the house.

Why should the traveller not be treated in a similar manner when he comes unaccompanied? Up my way, the nearest

big place to us is the Soo. This is a distance of 180 miles. There are many travellers who do not touch any points between these two places. It hurts a man to travel that distance and then find a buyer grouchy and disposed to put him off. Some retailers seem to think that the road men are happy-go-lucky sort of fellows, with nothing to care about. This is a big mistake. They have a certain amount of business to get and often it is a great source of worry. Then, we

don't know but what they have sickness at their home. I know of three distinct cases where travellers have left their wives at home about to undergo a serious operation with chances of recovery much against them. It's a funny man that wouldn't worry then.

"There is one style of traveller, however, I have no use for. He is the man who comes in and tries to tell you how to run your business, that you can't make a success unless you handle his line. Well, there's only one way to treat fellows of this stamp and you all know it as well as I do."

Mr. Wright, in a few words, said that the association exhibitions and conventions should be more open. He told of meeting a couple of fellows on the way to Ottawa, who were desirous of seeing the show in Guelph, but stated they were not members of the association. He thought that if they were allowed to come up and join in the proceedings, they would be almost sure to join the association.

THE ART OF SELLING STOVES

Mr. E. Holt Gurney, Toronto, gave a very interesting half hour talk on the handling of stoves. "Occasionally I have had stove men say to me that the stove business is a difficult one to handle; that it takes up a lot of floor space and requires a lot of work, and

that when there is water connection in the town, it takes a special man to make the connection, and, generally, have been pessimistic as to whether it pays to handle them.

There are some progressive hardware men who run a store without a stove department. When a woman buys a stove, if she likes it, you have her for a permanent customer for your store. There is nothing in the home required

more than a stove. Two-thirds of the housework is done around it. If a hardware dealer supplies a stove which simplifies cooking, the housewife is a friend of his and his store for life.

"Almost all hardware men might start a stove inspection department. By this I mean that when he sells a stove it would pay him to put an inspector or a salesman into the house where that stove is, every two or three months, to see that the stove is working right. Another thing, this would lead to the sale of screen doors, hammocks, and other hardware. In the United States there has been a change in the way stoves are being handled. Hardware men seem to have lost sight of the fact that a stove would draw a woman's trade to the store she bought the stove at and have quit handling the line. As a result many furniture stores have stocked a line of stoves and are doing a big business. After handling stoves for a while, they find they are asked for enamelware and

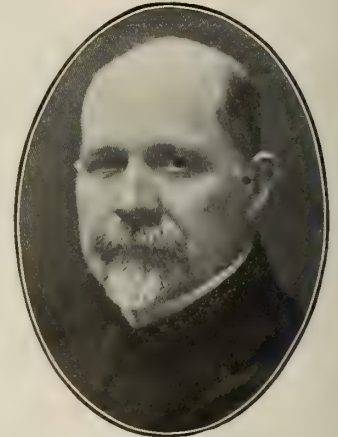
open a new department for this line. One thing leads on to another until finally they are carrying almost a complete line of hardware."

To Sell Stoves Requires Brains.

"To sell a stove," continued Mr. Gurney, "calls for the most difficult line of salesmanship of any article in the store. Anybody who is going to buy a saw or package of tacks, or any other hardware item, will go to a store, and if satisfied pay the money and take the goods away. When a stove is to be purchased, however, at cost of \$40.00 or \$50.00, the situation is different. The spending of \$40.00 or \$50.00 in the ordinary



J. R. HAMBLY, Barric,
President in 1908



D. A. CINNAMON, Lindsay,
President in 1910



E. HOLT GURNEY
who made a hit with his Stove Talk

household is an unusual event. Here the competition in salesmanship is keen, and in selling goods the displaying of them enters largely into the question. I was at a recent meeting of the Ad. Club in Toronto, and heard a prominent advertising man tell a story of how he sold some goods that a firm thought were sticklers. 'A concern in New York,' said the Ad. man, 'had bought \$30,000 or \$40,000 worth of art prints. They could not sell these and brought me in. These prints were about 18 inches long. I built a frame and into which I put these pictures. Running along the top of the frame I made a little trough and installed small electric lights. Then I had curtains bearing a monogram made to drape the pictures. One day shortly after I went out to see a wealthy New York art collector, and on being ushered into his den asked him to turn out the lights, draw the blinds and went through a lot of other rigmarole to add to the effect, when I showed him the pictures. When everything was ready I drew the curtains, lit the electric lights and the effect was elegant. As a result of this piece of work I sold the man the picture for \$500, and it was not long before the rest of the prints were sold.'

"A short time ago I was in Seattle and visited one of the biggest stove men in that city. The samples he used for display purposes, were elegant. I asked him how he kept them in such good order, and he informed me that he went over them every day polishing the nickel, blacking the whole stove and keeping it in Al shape, so that everything would be in readiness when a customer came in. This is the way to go into the stove business, and if a man will not go into this way he had better stay out."

Hardwaremen Must Be Clever.

Continuing, Mr. Gurney said that a hardware man had to be a very clever fellow. There are about as many lines in a hardware store as in a department

store. He must know all the different lines he carries, and besides this inspect his books, look after collections, etc. Therefore, it becomes a very hard thing for the hardwareman to have the latest information about all his goods. Consequently, where a special line of stoves is carried the co-operation of the manufacturer is necessary. He should suggest display methods and other talking points to help the retailer handle them in the best way possible. Manufacturers' helps, however, are sometimes discounted by irregular claims. Some manufacturers state that all the retailers have to do is buy the goods, stick them in the window, and then sit in a chair, and let the goods sell themselves. A line of this nature has yet to be introduced.

Stoves Sell Other Lines.

"If a retailer has a stove line which is attractive," said Mr. Gurney, "and has good selling points, is well displayed and has the manufacturer's co-operation, it will bring trade to the store and create good business. Re competitive business let me say a few words. Every department store that sells stoves is great on the use of leaders. One of the largest department stores in Canada follows this policy with regards to women's goods. They take their notion, such as hair pins, needles and other small stuff, and sell them at flat cost in order to bring buyers into the store. Then they can sell them something else. They have done this in the stove department, too. I would advocate that the dealers sell their leading lines practically without profit in order to introduce the other goods. I would, however, penalize a salesman for selling too many leaders. This may seem funny, but it is fighting the devil with fire.

"From orders we have received at our factory, I can see that in some sections of the country very few stoves are sold, most of them coming from department stores, while in other sections of the country quite a large number are disposed of. This is caused entirely by the activity or inactivity of the local dealers. If dealers would get out and do a little missionary work they would find it profitable."

The Art of Advertising.

Mr. Gurney then touched on the subject of advertising. He stated that manufacturers have men who can sell stoves but cannot write an ad. and, therefore, cannot help the retailer in this respect. The average hardwareman who is writing ads. or putting out printed matter, should consult an ad. man if he wants to get in competition with department stores. A well displayed ad. is a pretty hard thing to buck up against, and the local man who has this, a good connection and a nice manner, is bound to succeed. The mail order houses in the States have been successful, but they have been less successful in the stove line than in any other. One man told Mr. Gurney that it cost him \$5 per stove to sell a first-class range, but stated he was willing to do this as he realized it brought other business.

Evil of Price Cutting.

Speaking of price cutting, Mr. Gurney stated he was very much against this, and advised the various hardwaremen to get together and see that prices were kept uniform in their respective towns.

Coming back again to the subject of co-operation between manufacturer and retailer, the speaker thought the matter should be gone into more thoroughly. "Dealers should ask for more than they do now," said Mr. Gurney. "If the stove manufacturer is a good merchant he should give the men who are

selling his goods the very best he has, for two purposes, one to shut out the other man and the other to make new business."

Retailers Who Fear.

The discussion then started. J. R. Hambly, Barrie, stated that some dealers were afraid to take a stove apart and put it together again because it created a muss and dirtied their hands. In order to sell a stove a man must do this if the range is going to work satisfactorily. According to Mr. Hambly the best method is to get a line that you are satisfied is a good one and stick to it. He is against handling more than one line.

The Expert Salesman.

J. N. McGregor, Oakville, asked Mr. Gurney that if he were running a general hardware store would he try to make expert stove salesmen of all his clerks, or concentrate on one man and let him handle all the stove business. Mr. Gurney replied that if it were possible to make all the staff efficient it certainly would be best, but that he really thought this could not be done and get the same satisfaction as having one man on the stoves alone.

H. Occomore, Guelph, stated that it would pay retail hardwaremen to spend a little money on their clerks and make them concentrate their efforts on stoves. He is going to send his clerk to some stove plant and let him see just how a range is made. The clerk will spend some little time there and will then know the construction of a range from start to finish.

Mr. Gurney stated that a good plan to follow, when a prospective customer came in, and, after looking around, stated they were just looking around and might be back, was to lend them your manufacturers' catalogue, stating that you must have it back within two or three days. This would ensure them coming back, when another opportunity would be afforded



S. WEICHAL, Elmira
who helped entertain crowd at
at the Smoking Concert



JAMES MCGREGOR, Caledonia
a member of the Question
Box Committee

to try and sell them a stove. Mr. Gurney stated further that a salesman may know about smoke flues and other parts of the stove, but talking on technical parts burdens most people. "Make your selling talk simple," he said.

Keeps a Record.

F. W. Otton, Barrie, has kept an account of all stoves sold by him since 1897. "This often helps us to make sales," said Mr. Otton. "We can furnish these names as testimonials to the satisfaction the stoves are giving. Another thing, when a person wants repairs, all we have to do is to consult this book, and we know

just when the range was bought, the number of it, and what repairs to order."

A Good Scheme.

J. A. Moseley, Huntsville, brought out a good point which retailers might well follow. He stated that it was a good plan for retailers to have their stove sample room away from the front of the store, preferably upstairs. "Very often," said Mr. Moseley, "I have been talking with a customer when some friend of the customer will come in and talk, detracting his or her



HARRY C. MARTIN, Vancouver, President of the B. C. Hardware Dealers' Association, who attended as a fraternal delegate



THOMAS WRIGHT, Chairman of the Wednesday Meeting and Winner of the Suit Case

attention from what I was saying, and I am sure many a sale has been lost on this account."

Mr. Gurney brought out the point that in the States, in some stores, the different lines of ranges are shown in booths, partitioned off, and once a customer gets in there he very seldom comes out without having bought a stove.

R. C. Chown, Belleville, asked Mr. Gurney what percentage of profit should a retailer add, on an average, to his stove line. Mr. Gurney replied that some retailers add 50 per cent., and they are running the most efficient stove stores in Canada. In the average stove department, considering overhead and operating expenses, salesmen's time, etc., Mr. Gurney did not think enough was being charged.

A. J. Creeper, of Creeper & Griffin, Owen Sound, advocated a scale of prices among local dealers and stick to them.

Good Salesmen.

A. Welch, Toronto—"A stove salesman is hard to make. I have had salesmen come in, and no matter how much I showed them and told them, they could not sell a stove. Recently I secured the services of a young Englishman. I don't think he ever saw a stove before. The second day he was there he sold six stoves. To-day he is one of the best salesmen I have. One day three of us sold 49 stoves in one day, and this new man sold one half of them." Mr. Welch told a story of a salesman in a boot and shoe store who played a wise trick. A young lady came in for a pair of shoes and being told what kind she wanted he took off her shoe to get the correct size. He walked away, and before he came back sold goods to three impatient customers. The first customer naturally became a little impatient at the delay, but naturally couldn't go out.

Mr. Welch told of another instance in which one of

his salesmen was about to allow a customer to leave the store without a sale being made, when he (Mr. Welch) walked up, sold a stove and in 15 minutes had \$45 cash in his pockets.

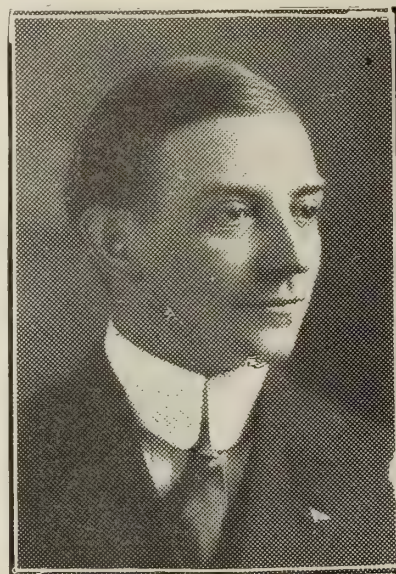
Must Protect Dealers.

J. R. Hambly told of a prospective customer who would not buy on account of the price being too high. In a few days this man telephoned in and asked Mr. Hambly if he would come down in his price. Mr. Hambly told him no, and was informed that the customer could buy the stove in a nearby town for a few dollars less. Mr. Hambly told him to go ahead, but that he would have to go to the station to get the stove and set it up himself. Mr. Hambly then wrote the manufacturer and stated that if they would not protect his price he would discontinue handling their line. He got a reply stating that they had written the other dealer telling him he must adhere to a certain scale of prices.

Someone asked how many manufacturers there were with a set rule of prices. Reply given was that it was impossible to have a scale to apply all over the country, as, for some unaccountable reason, prices in different towns had to vary.

CONDUCTING A PAINT DEPARTMENT

Mr. Milton Bergey, Lowe Bros., Toronto, gave an interesting talk on conducting a paint department in a retail store. "The paint department," said he, "is one of the most important in the store from the standpoint of possibilities. There is a limit to the number



MILTON BERGEY, Who introduced the subject of Paint Salesmanship

of stoves you can sell, but we have not nearly reached the limit in the amount of paint that can be used. You can walk down any street, and always find houses that need painting. If the outside needs it the inside must, too. It is up to the hardwaremen to induce house owners to paint. Almost everyone has his home insured against fire. Many have been paying premiums for thirty and forty years, and never had a fire. This seems a loss, but it had to be maintained.

Paint preserves the surface of the house, which makes it wear far more than if the surface was left rough. From the standpoint of economy and duty it would be better to use twice as much paint. This can be brought around if clerks will only use a little more salesmanship and take as much interest in selling a customer as a traveller does in selling the retailer. Make sure you have a paint that will give good satisfaction and results are bound to be good. The speaker asked how retailers could be expected to sell paint and recommend it, when they had never used it themselves. Dealers should paint the woodwork in the stores, and at the front of the store, and use this as a testimonial.

Window Display.

In talking on window displays Mr. Bergey stated that about the only business that could get along without a window display was a "blind pig."

Of course the window is the best place to display goods, and there is no hardware line that makes such an attractive display as paints. This arouses interest and reminds people that they have painting to do. Only the lines that advertise themselves should be given prominence. Take shovels, for instance, people know you keep them and will not buy till they want one. With paint it is different. With suggestions, such as a model house shown, it causes the public to think of work that is to be done. Sales follow.

Salesmanship the Main Thing.

"Now, as to salesmanship of the clerks," said Mr. Bergey. "This is the main element. You may have the best store, the most attractive windows, the best goods, but if you lack in the quality of salesmanship the store will go down and customers will go elsewhere. The great essential thing in the paint department on the part of the clerks is knowledge. This department is the most neglected one in the store. Most of the clerks know about the uses of the different lines of hardware, but are ignorant as to the uses of the specialties in the paint department.

"No department requires as much thought as the paint department. It is not necessary to go into the manufacture of paint, but it is necessary to go into the uses of paint and paint specialties. Every dealer has had complaints about paint, but how many have taken the trouble to go into the matter and find out that the causes due to lack of knowledge on the part of the painter. The retailer should make more use of the help manufacturing concerns offer in the way of booklets, which describe the uses of the various lines.

"Salesmen need nerve. Some fellows get a \$10.00 order, where some other man will get a \$50.00 one. I am a strong believer in quality. Nothing builds up the business for permanency so much as quality in goods. Of course quality goods demand higher prices and it takes nerve to get the price. How often we see a painter come in and want a brush thrown in free in his order. Some merchants think they have to do this but I can assure you it is unnecessary. It takes away the profits.

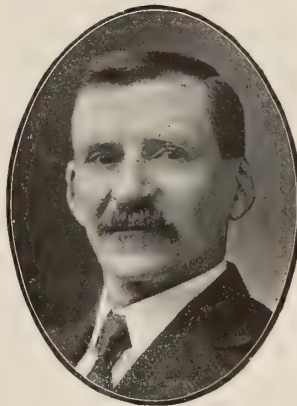
"There are four kinds of clerks, first, the indifferent one, the clock watcher, the chair warmer; second, the student, always trying to improve the service he can give; third, the adept clerk, who moves along like a well-oiled machine. Above all is the master, grown tall in efficiency from the student."

Hardware Stores Improving.

G. E. Robinson, of the Imperial Varnish and Color Co., Toronto, said paint must be brought to the front

of the store, as it makes a better showing than anything else. "You simply have to," he said. "A few years ago, outside a hardware store, you would see a sign, 'Jno. Jones, Hardware, Plumbing, etc.,' and in small letters, at the bottom, the words, 'Paints, Oils, Glass, etc.' Paints were then kept in the cellar. Now it is altogether different and paints are right to the fore."

Mr. Kennedy, of Lowe Bros. Co., Dayton, Ohio, addressed the members for a few minutes and gave a couple of useful pointers. "Study your line of paints," he said. "The man who can tell 100 per cent. truth about his goods is sure to make sales. The dealer who



ROBERT SMITH, Bolton,
A member of the Resolutions
Committee



G. A. BINNS, Newmarket,
Chairman of the Nominating
Committee

can only tell 75 per cent., however, is just as bad as the man who tells 125 per cent."

Visitor From the Coast.

Harry C. Martin, President of the B. C. Hardware Dealers' Association, received a hearty welcome when he came to the platform. Mr. Martin is an old Ontario traveller and is well known in the East. He stated that his association had been successful in arranging a set scale of prices on staple articles in North Vancouver, which ensured a fair margin of profit. On Tuesday of each week the hardwaremen of his city get together at a small luncheon and discuss current hardware topics. The wholesalers are invited to these, and if they are infringing in any way on the retailers' rights, they are picked to pieces. "To get next to your fellow man," said Mr. Martin, "you must get to know him socially first. If you first meet him at a dinner, the friendship is likely to be more firm.

"Never look upon your opposition as a man who is trying to steal your business. He is just as good a man as you. We at the coast are always glad to see our opposition doing a good business."

Mr. Martin finished by extending to the Ontario Association a hearty welcome to Vancouver should any members of the eastern organization visit the Pacific Coast.

QUESTION BOX DISCUSSION

The question box discussion on Wednesday evening was one of the bright features of the convention, and much useful information was brought out. Ed. Wanless was in the chair. The subjects discussed were of vital importance and so keenly did the members pre-

sent thresh things out that it was 11.30 before the meeting adjourned.

How Many Hands?

"How many hands do you consider necessary to handle a hardware and tin shop doing a \$20,000 business yearly?"

Ed. Wanless, Chatham, remarked that it depended largely on the kind of trade handled, and what amount of tinning was being done.

Mr. Conn thought a mechanic and helper would be



T. A. KEATINGE
of the Bond Hardware Co., Guelph,
Chairman Card Party Committee



W. A. RANKIN, Ottawa,
who took part in the Question
Box discussion

sufficient during the slack season, with a little addition when business was rushed.

Premium Contests.

"Has any hardwareman put up a contest where a stove was given to the winner and with what success?"

Mr. Wanless had tried this and thought that it gave splendid results in an indirect way. No one else present gave any experience.

On Paints.

"Which is most profitable; to carry a full line of high grade paints and specialties, or a high grade paint and a cheaper grade of paint specialties?"

G. A. Binns, Newmarket, spoke strongly in favor of high grade goods.

Calendar Advertising.

"Do you consider calendar giving good advertising?"

D. A. Macnab, Orillia, said good calendars brought in new business, and he was strongly in favor of embossed pocket calendars as they cost less and paid better than the printed or lithographed variety. He would not give two calendars to one family or any to children.

J. W. McGregor stated calendars are becoming too common to give good results, while, on the other hand, thermometers or barometers are in daily use for a longer period than a calendar would last, and consequently give better results. He suggested going over a partial list of customers one year and the remainder the following year.

W. F. Macpherson said he did not buy an expensive calendar, and never places an order on the salesman's first trip, as, later, job lots being left, the prices are reduced.

Jas. Purvis, Sudbury, said he had been giving calendars for twenty years, and, in his opinion, it is in-

dispensable, although they frequently place their ad on the back, emphasizing the fact that he does not view it entirely in the light of a business getter, but rather as a connection with old acquaintances.

Mr. McGregor did not think printing the advertisement on the back a good stunt as people forgot where they came from.

Selling Department Stores.

"What course should we pursue toward the firm who sells department stores and consumers at a price below what they sell the retailer?"

Chairman Wanless suggested that we incorporate "What shall we do with the firms who have a double set of travellers?"

D. Cinnamon, Lindsay, would cut out any firm selling his customers or any one else at the same price as to him.

A number of the members seemed to have had experience of this kind at one time or another and in varying degrees, and many were the opinions expressed and statements made.

In one or two cases the sheet metal business had been cut out entirely, and the general opinion seemed to be that the wholesalers, or at least some of them, showed partiality to the ten cent stores in the matter of price. One or two members found they could buy cheaper from the Jews at their own door than from the wholesalers.

The keynote of the whole discussion was: "Let the hardwaremen stick together in order to protect themselves." One of the great values of the Association is that it makes this possible. It was suggested that the Secretary be advised when double dealings were discovered on the part of the manufacturers or wholesale houses, and he in turn advise the members, leaving it to their discretion as to whether they will continue dealing with them or not.

One member gave a specific instance where he had discovered that a wholesale house was selling to a contractor in the same town. He took up the matter with them by mail, and they wrote him an exceedingly nice letter, to the effect that this would not occur again. Some days later he found another parcel addressed to the contractor, and again took up the matter receiving a reply along the lines of the first. This continued for some time, with no improvement, until he eventually had to discontinue buying from them.

One member made the statement that during the summer months goods are sold by the larger jobbing houses and department stores at a price lower than the retailer can buy. This is made possible by the fact that these same goods are sold to the retail trade during the busy season, at a sufficient profit to make possible the low price received when job lots are left. In order to get around this, these goods, first-class material, are sometimes stamped seconds.

W. F. Macpherson suggested that the Chairman have the Resolution Committee prepare a resolution authorizing the Secretary to deal with matters of this kind.

A salesman for a jobbing house present stated that if details of complaints were sent to the Secretary, and he, in turn, notified the jobbing house, complaints would have the fullest consideration.

Selling to General Stores.

The question of selling to cross roads merchants was referred to, and an old hardwareman, doing business since 1877, said that it was formerly a rule that hardware merchants should have ten per cent. preference over general merchants.

Another hardwareman from a northern town said he saw no evil in jobbers going after blacksmiths and that class of trade. "Don't take a pessimistic view. Cut out worrying about the little fellows and go after the business yourselves, and the jobbers and manufacturers will treat you fairly in order to get your business," he said.

The selling of goods to ten cent stores at lower prices than to hardwares was referred to.

Cash Discount.

"Would it have a tendency to lessen credit accounts to give a cash discount, and what per cent. discount would you allow on staple hardware?"

"After 30 days we charge interest on all accounts. We live up to this and find it better than giving a cash discount," said Wm. Magladery.

"We allow a per cent. off on cash register receipts and find it satisfactory, it bringing in a lot of business."—J. S. Allen, Burlington.

J. A. Creeper, Owen Sound, said giving cash discounts has a demoralizing effect.

G. A. Binns, Newmarket, said he had been running a cash business, except with factories, giving a cash discount to customers on large purchases.

"I have a similar system to Mr. Magladery," said J. N. McGregor. "We charge interest on all accounts over a month's standing."

Albert Welch, Toronto, has a set price on stoves, but gives a discount if customers pay within thirty days.

D. A. Macnab, Orillia, said he had tried a one-price system, but found a ten per cent. discount better. "The easiest way to sell stoves is to give ten off and give a fair price on old stoves taken in exchange," he said.

Mr. Welch asks customers how they wish to pay. If bought on cash, it would be \$41 but if on credit \$46. He takes a lien note on credit sales, and has signs up stating that if payment is made in 30 days they get the ten off.

"We tried the five off idea for several years," said Ed. Wanless, "and it is a good plan."

In answer to a question, C. W. Conn urged retailers to use the Association lien notes in making credit sales. The notes do not need to be registered and are the safest plan yet devised.

Keeping Blankets.

"What is the best way to keep unsold horse blankets during summer?"

"Line box with tar felt paper and put away in cellar," said W. F. Macpherson.

Not Profitable.

"Do you think it profitable to run a tinshop in connection with a hardware store when total business done by tinshop is \$2,500 and the expense of running shop is \$1,200 annually?"

"Better close the shop," said Mr. Wanless, "if the \$1,200 represents wages only."

Stoves on Installments.

"Is it a good proposition to sell stoves like some city firms, \$1 down and \$1 a week?"

This depends on conditions. Some towns have special pay days and give credit according to this. In the case of a laborer in a factory, try to get a third down and make payment easy. The \$1 a week problem makes too much bookkeeping, and a strictly high class stove store won't adopt this policy.

District Meetings.

"Would the Association derive any particular benefit by selecting a number of central points to hold

monthly or quarterly meetings for members in those districts?"

Some doubt was expressed as to whether the Association membership was large enough for it to adopt a plan of this nature.

Robert Smith, Bolton, said his idea was to take, say, Toronto, and have the members in that city and district meet at luncheon and discuss certain topics of interest. He thought the Association would benefit in new members, and that they could discuss what each are doing in the matter of profits, etc.

Association Finances Discussed

This question was read by Chairman Wanless after Roy Carscallen, Dresden, had registered a kick from the back of the hall that his clerk had been forced to pay \$1 to join the Association after he had paid the firm's \$3 membership fee. Mr. Carscallen wanted to know where all the Association money went to.

W. A. Rankin, Ottawa, said if any member asked for a detailed statement the officers would certainly supply one. He had heard some members complaining and would suggest that a full statement be sent the members.

Treasurer Caslor said the yearly audit had been changed to a quarterly audit last year and it might be well to make it a monthly audit.

M. S. Madole said that if a statement was wanted one would be printed. He was sorry that complaints should be made outside the convention hall. If any member is dissatisfied let him speak out as the man at the back of the hall had done.

Mr. Carscallen again rose to question the action of the Executive in sending representatives to conventions in other places. He thought the Executive had too much power.

Mr. Madole replied that the members had to place reliance in the men they elected, and if there was



ED. WANLESS, Chatham,
Chairman of the Question Box
Discussion



J. N. MCGREGOR, Oakville,
who took an active part in the
Discussions

any dissatisfaction the best thing to do would be to elect a new set.

Mr. Carscallen then explained that he had not intended to impute any dishonesty, but had wanted things done openly. He registered another kick, however, that the exhibitors were charged too much for their space.

Mr. Rankin referred to the auditors' report which had been published in detail in the convention daily of Canadian Hardware, Stove and Paint Journal on Tuesday, and asked for information about the item of Executive travelling expenses. Had this money been spent in sending delegates to other conventions.

Treasurer Jaslor said this item had been made up chiefly by the expense of bringing members of the Executive to attend meetings at Toronto and Guelph. He pointed out that it cost money to bring men from Prescott, Gananoque, New Liskeard and other far off points.

Wm. Magladen said he had had one free trip to Toronto, but it had cost him more money than it had the Association. He said he had looked into the system of auditing and found it done very satisfactory, both treasurer and Secretary being bonded officers.

Secretary Wrigley replied promising to submit to all paid-up members a statement of last year's receipts and expenditures. Regarding jaunts to other conventions he said the President and Secretary had only made two trips—to Boston and to the wholesale convention at Hamilton. The President's expense on his week's trip to the Boston Hardware Convention had been about \$40 while the Secretary had only charged \$10 as part of his railway fare from Montreal, he having been in the latter city on business of his own.

Fred C. Lariviere said he had gone down to Boston with the President and Secretary and his railway fare from Montreal return had been about \$18. "You certainly have not been overcharged on this item," he added.

Continuing Mr. Wrigley said the prices charged exhibitors at Ontario conventions were the lowest charged at any hardware convention he knew of. The Dover Manufacturing Co., for instance, paid \$30 for a corner booth 10 x 12 at Guelph, while they were charged \$65 for a 6 x 8 corner at Boston. Other instances were given and it was shown that although the receipts for space at the Peterboro convention had run over \$2,000 the expenses had amounted to over \$1,550 for carpentry, bunting, signs, labor, band, concert and luncheon, etc. The Association had cleared less than \$500 after undertaking all the work and responsibility, and he did not consider the margin of profit too large.

Speaking of his own part of the work, Mr. Wrigley said it would be a big relief if the manufacturers undertook the management of future exhibitions. Further that if any retailer wanted the Secretary's job at its \$25 per month salary the nominations were still open and the elections would not take place until Thursday afternoon.

Thursday's Proceedings

Endorsation of Manufacturers' Proposition—Fire Insurance Suggestions—Interesting Discussion on "Waste in the Hardware Store"

After the meetings of the Executive of the Retailers' Association and the Executive of the newly organized Manufacturers' Association, the subject came up for discussion at the Thursday afternoon session of the convention. Vice-President Madole spoke on behalf of the dealers, and F. M. Tobin represented the manufacturers. Mr. Madole then read the following resolution:—

"We, the Executive Committee of the Ontario Hardware and Stove Dealers' Association, have received from the Hardware Manufacturing Exhibitors, Limited, a proposition in regard to future exhibitions, which will be explained to you by Mr. Madole, of our Association, and Mr. Tobin, of the Manufacturers, which we recommend for your adoption."

Mr. Madole explained that the Executive of the Re-

tail Association and a committee of the Exhibitors' Association had thoroughly discussed the subject of how future exhibitions should be held, and it has been unanimously decided that it would be best for both the retailers and the exhibitors for the Retail Association to turn over the exhibition feature to the Manufacturers' Association. It would be possible for the manufacturers to reduce their expenses, while getting better results by co-operating together. Appreciation was expressed for what the manufacturers had done to help past conventions, and considered that the new



F. M. TOBIN, Woodstock,
Secretary pro tem of the new Hardware Exhibition, Limited



R. B. JOHNSON, Toronto,
Chairman of the Exhibition Committee for the Manufacturers

idea would enable them to give even greater assistance in the future.

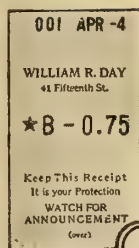
Mr. Tobin, Vice-President of the Exhibitors' Association, said that he had been asked to explain the plan of holding future exhibitions in the absence of Bittues, who had been offered and accepted the presidency of Canadian Manufacturers Exhibitors, Limited. The exhibitors, he said, had thoroughly explained their proposal to the Retail Executive, and while there were some details still to work out, the plan was practically complete.

Mr. Tobin said the retailers are all customers of the exhibitors, and as salesmen they hoped to co-operate in building up the Retail Association. While the proposal was to invite retailers who were not yet members to attend the exhibition, it was felt this would help greatly to increase the membership, if the Association arranged interesting programmes. "The plan will relieve you all of the details of the conduct of the exhibition," continued Mr. Tobin, "and your officers will be able to give all their time to making your part of the gathering more useful and interesting."

In answer to a question Mr. Tobin said the two associations would co-operate together in arranging a mutually satisfactory convention date and meeting place. The exhibitors would look after their own hall, while the retailers would secure the convention hall. He pointed out that it had cost the manufacturers about \$30,000 for salesmen's time and other expenses incidental to the exhibits at the Guelph convention, and in view of the unexpectedly small attendance of less than 150 retailers, the expense was out of all proportion to the results. As there would be savings made under the new arrangement the exhibitors would be able to assist the retailers financially if necessity called for it at any time. They had appointed an en-

By One Operation of the NATIONAL CASH REGISTER

**The receipt
is printed**



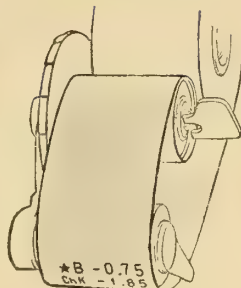
This receipt goes to customer. Being printed it cannot be altered. A duplicate printed record is locked inside the register.

**The amount
is added**



These adding wheels must show the same record as the customer's receipt. They act as the merchant's receipt for a correct unchangeable record.

**Record made on
sales strip**



The sales strip must show the same record as the customer's receipt and the adding wheels. It shows the proprietor a complete record of the day's sales.

**And shown to everyone
in the store**



These figures at the top of the register show everybody in the store the amount recorded. The amount shown must be the same as that on the receipt, adding wheels and sales strip.

This PUBLICITY Prevents Mistakes, Removes Suspicion, Insures Accuracy

The N.C.R. "Get a Receipt" plan provides a printed receipt for each customer showing the amount and kind of transaction, and also forces a corresponding record on the merchant's cash register. It furnishes a receipt for the merchant in the form of correct, unchangeable figures on the adding wheels.

It gives a receipt to each clerk for the correct registering of every sale, in the form of printed figures on the sales strip.

The merchant and his clerks are forced to give the customer a correctly printed receipt, because neither would wish to show printed evidence of a mistake.

When a correctly printed receipt is given to each customer and the merchant gets a corresponding record on his cash register, the accurate handling of cash sales, charge sales, money received on account, and money paid out is assured.

The N. C. R. "Get a Receipt" plan is the only method by which the merchant can know that the records which remain in his store are the same as those which go to his customers.

By using the "Get a Receipt" plan the merchant protects himself against mistakes, carelessness, and losses in handling money; against forgetting to charge goods sold on credit; against disputes and misunderstandings which result in lost customers; against paying out money without a record, and against mistakes in handling customers' accounts.

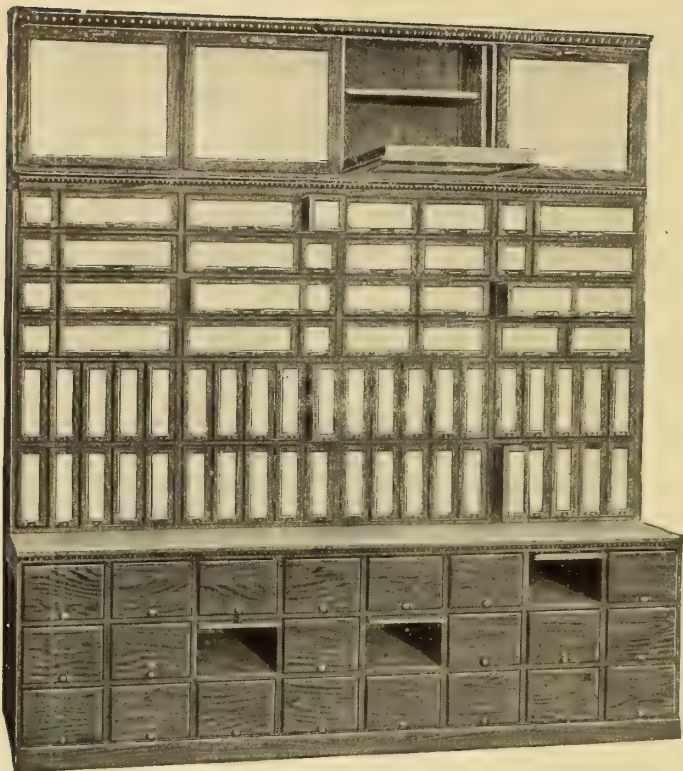
He satisfies his customers, by guarding them against misunderstandings with himself and his clerks. He also guards his customers against shortage in change and against overcharge.

The only reason you "cannot afford a National Cash Register" is because you have not got one. Let us show you how you can pay for a National with the money it saves you. Write now for free booklets to

THE NATIONAL CASH REGISTER COMPANY

Canadian Factory
TORONTO

Canadian General Sales Office
285 Yonge Street, Toronto



If Building or Re-modelling a Hardware Store

It will Pay You to Equip with Modern Fixtures

BERLIN HARDWARE DISPLAY CABINETS

afford the best and most complete facilities for handling retail hardware stock—either large or small.

*Plans and Estimates Submitted
Free on Request*

THE WALKER BIN & STORE FIXTURE COMPANY, LIMITED
Designers and Manufacturers of
Modern Store Fixtures
BERLIN, ONT.



Stop that Night Work!

The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of Canada and the United States. These have found that by the use of The McCaskey Gravity Accounts Register System their posting and totaling are done at the time the sale is made. They have no statement to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it anyone can keep

*Only
one Writing*

**The McCASKEY
SYSTEM**

*First and
still the best*

accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

You owe it to yourself to investigate the merits of the McCaskey proposition. A letter or postal card will bring you information without any obligation on your side to purchase.

Or, tear out this advertisement, sign your name and address, when it reaches us we'll know you want information.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago, Minneapolis, Kansas City, San Francisco, Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

Just Another Example of Doing Things "Best"



"High Standard" Exhibit at Guelph Hardware Convention

What is it that has induced so many *good* dealers to take on this line? asked a visitor at the Convention.

What makes the new "High Standard" Dealers so enthusiastic?

What's the reason behind the success of "The Little Blue Flag?"

There certainly must be some *great* merchandizing advantages in the "High Standard" Agency to influence so many keen, wide-awake Hardware Dealers—Dealers who rank at the top.

Reasonable logic, isn't it?

Then, if you (as a progressive business man) want to know more about "Full Efficiency" in paint, and the difference between investment and expense in advertising as a means of promoting paint sales

Write us. We have a business proposition for your consideration.

Lowe Brothers
LIMITED

Toronto

Dayton

New York

Boston

Chicago

Kansas City

Western Distributors—Lyon-Monkhouse, Limited, 171 James Street, Winnipeg, Manitoba

The Story of a Great Campaign

How Pratt & Lambert Tripled White Enamel Sales

You! What did you say last Fall when we promised to triple the sales on Vitralite, the Long-Life White Enamel, in three years? You knew we did it with "61" Floor Varnish. But, did you say, "Well, floor varnish is different. Besides, trade conditions are bad—why other manufacturers are withdrawing their support—it's going to be a bad paint and varnish season. I'll hold off." ***Now you'll be interested to know just how that decision effected your profits.***

50% — 100% — 150% — 200%

That's how Dealers Sales on Vitralite began climbing.

Profits for Dealers.

And more, this advertising, specializing on Vitralite and "61" Floor Varnish carried the whole Pratt & Lambert Line. A general Pratt & Lambert Varnish Demand was created—not merely a "specialty" demand. Pratt & Lambert "38" Preservative Varnish, Spar Finishing Varnish, Alcolac Liquid Wood Filler, Pratt's Patent Liquid Dryer—and all the rest for every conceivable purpose—they were all selling.

Demand Increases—Dealers Reorder — Factory Works Nights—New Four Storey Building Erected.

Meanwhile Vitralite sales increased like a flood tide—orders poured in—dealers had to reorder—the factory was working nights to keep up with the tremendous demand—a new four storey building was erected for the manufacture of Vitralite.

A Promise Made Good The Three Year Mark Reached in Six Months.

And the sales barometer rose—it kept on rising—each day higher and higher. And it came. Surely—steadily. The mark was reached. Vitralite sales were tripled in six months. And all this in the face of adverse conditions.

Now This Spring.

What are you going to do about it? Pratt & Lambert advertising can sell

varnish for you has been proven by actual accomplishment. This Spring these same methods of campaign will be continued—but on a larger scale—and with conditions with us—with everything favorable for a large paint and varnish trade. Get aboard.

The Campaign in Action. After the Painter For You.

The painter trade—the very backbone of your varnish business is being reached four times this Spring through VARNISH TALKS the Pratt & Lambert Painters' Magazine—also through a big campaign of advertising in the painters' papers.

Getting the Great Public to your Store.

Then we're going after that varnish buying public of yours through the great magazines. It's the largest varnish advertising campaign in existence—and all this advertising is hitched right to your own store by elaborate window and store display matter—with booklets, slips, newspaper electros, etc.

Right on Your Own Firing Line.

But we don't stop here. Our Advertising Department will help you right on your own firing line—will plan local campaigns for you—write all your special advertising literature.

Getting Those New Building Orders.

Then our Architectural Department is in action to get the architects in your town to specify P. & L. Varnishes on all new building work—right in your town—to get you those big orders.

Are You Going to Fill the Demand?

You must decide this question now for yourself. If you don't your competitor surely will. What were your varnish profits last year? How much increase? How much increase do you look forward to this year? Your varnish department is but part of your business. But the success of your business depends on the success of each individual department. That varnish department of yours must be made to pay you profits. ***If you held off last Fall, when we promised tripled sales in three years, you lost.***

There is no longer any question of the tremendous sales of Pratt & Lambert Varnishes. That has been conclusively proven by our last great campaign. And right now—on the eve of another campaign—when the whole varnish selling mechanism for the Pratt & Lambert Dealer is in action—***investigate—find out.*** It will put you under no obligation to us. Just use the coupon.

PRATT & LAMBERT INC.

VARNISH MAKERS

30 COURTWRIGHT ST.,
BRIDGEBURG, ONT.

FACTORIES:

NEW YORK
BUFFALO
CHICAGO
LONDON
PARIS
HAMBURG

Pratt & Lambert
Inc.
30 Courtwright St.,
Bridgeburg, Ont.

I am interested in increasing my varnish sales and profits. Please send me your complete proposition to dealers.

Name

Address

tainment committee and would tender all visiting retailers a splendid social time.

Secretary Wrigley said he saw numerous advantages which would result from accepting the proposition, and urged its adoption.

President Chown called for a standing vote on the resolution, and it was adopted unanimously.

FIRE INSURANCE PROBLEMS

Mr. Lariviere first of all took up the question of fire insurance on account of the absence of W. G. Wright, who was to have addressed the meeting on the subject, and followed with an address on "Waste in the Hardware Store." He impressed upon dealers the necessity of looking carefully into the wording of their insurance policies, making sure that all policies are uniform and that all items are noted.

"Most people do not read their policies carefully enough," he said, "and it is very seldom that the awnings or other things on the outside are included. Most policies read, 'Contained in,' when they should read, 'Contained in or on.' See that a full description of your buildings is contained in the policy. If you have three or four buildings and they are not enumerated, the policy only covers the buildings named therein.

"Benzine and gasoline must be mentioned in the policy. Five gallons are allowed to be carried without extra premium. If you sell gunpowder you have to declare it."

He advised having goods fully covered in order to secure best rates, and pointed out that where insurers do not comply with the 80 per cent. clause they must themselves assume a portion of the liability in case of partial loss. On being asked to explain, Mr. Lariviere said:—

"Suppose you carry a stock of \$10,000 and only insure for \$6,000. If you have a partial loss the insurance company only pays two-thirds of that loss. By insuring for \$6,000, instead of \$8,000, you are forced to stand one-third of the loss."

W. F. MacPherson pointed out that stocks vary during the year and he made a practice to insure for an amount equal to his heaviest stock during the year. He stated his policy permitted him to carry 75 lbs. of powder, two cans of sporting powder, and one of blasting.

WASTE IN HARDWARE STORES

"There is an old proverb that says, 'One thousand small leaks will sink a ship.' This can be applied to waste in commercial enterprises," said Mr. Lariviere in introducing the subject of "Waste in Hardware Stores."

"The first thing that attracts your attention as you walk along the street," said Mr. Lariviere, "is the poor care taken of the awnings. A great many of the merchants will roll them up when wet. The re-

sult is that in a very short time new awnings have to be purchased."

Another great source of waste is the lack of care given to the appearance of the front of the store. All hardware merchants want to sell paint and proclaim the necessity and usefulness of it, but they sin a great deal by not having their store fronts painted properly.

"Dirty windows are a great source of waste," continued Mr. Lariviere. "Windows should be washed every day, on the outside anyway. The appearance of the windows indicates the personality and carefulness of the owner. The front of the store is as important as the letter you send from your office.

Importance of Window Displays.

"Improper window dressing is another waste. Some hardware men think it is unnecessary and takes a lot of time to have a well-dressed window. In my mind, this is the best advertising agent you can have. If you have price cards, it is even better, for people looking at the articles, if the price is right, will buy more readily. The public are bashful and do not like to come in and ask the price, for, if it is too high, they don't like to go out again without buying and yet don't want to pay the price. When tickets are used, a person will come in and say, 'Give me that article at 75 cents,' and the sale is made in half the time."

According to the speaker, some hardwaremen do not pay enough attention to the goods they put in their windows. For instance, some will put carving sets in a window where the sun strikes them. The result is, that soon the plush is faded and the amount taken away from the appearance of the case deducts 15 or 20 per cent. from the profit.

Keeps Staples in Rear of Store.

The displaying of goods inside the store is another matter that is too much neglected. In a great many stores, particularly in those that have no back entrances, we often find a keg of nails, or some other staple article right at the front door. This is wrong. All staple articles that sell themselves should be placed at the back and the room at the front devoted to the fancy lines. This may mean a few extra steps, but it also means extra profit. When a person enters a store they very seldom walk right to the back.

Fixing the Selling Price.

Mr. Lariviere then dealt with the matter of pricing goods. He did not believe in the methods some hardwaremen follow, of saying to a clerk when a shipment of goods come in, "Here, take this shipment. Here is the invoice. Add 25 per cent. and that is the selling price." According to the speaker, much profit is lost in this way. "Goods should be marked for what they are worth," said he, "and not at a stated price above the cost. When a shipment comes in, the dealer should examine the goods and say, 'How much can I get for these?' Take carvers, for instance. I



F. C. LARIVIERE, who talked on "Waste in Hardware Retailing".

have bought different grades at different prices and some that cost me \$2 I would not pay \$2.50 for if I were a customer. Yet I have bought another line at the same price that I have marked at a price away above the cost and been successful in getting that price.

"It often happens that an article that has been in the store for some time loses its price mark. When a customer comes in and, after looking at something on which the price has been removed, asks the price, do not let him see you are doubtful, for if you do, 50 per cent. of his confidence is lost. Take a careful look at the article, judge for yourself what it is worth and



W. DEACON, Belleville, who made a strong plea for next year's convention



F. W. OTTON, Barrie
Elected a member of next year's Executive

state that price. After, you can consult the price book and make sure.

Loss From Overweight.

"Over weight is another great source of waste," continued Mr. Lariviere. "It is good for the customer but bad for you. Short weight is just as bad. Scales should be inspected regularly and full weight given. Family scales have become cheap now and a large number of houses possess them. If a customer goes home and weighs his purchase and finds you have given him short weight, it is a pretty sure thing he won't come back."

Returned Goods.

The subject of returned goods was then touched on. Allowing goods to be returned means double the work. A man should be sold just what he asks for. Suppose a man comes in and says he wants some nails but is not just sure of the quantity. It is bad policy to tell him to take a keg and return what he has not used. When the keg comes back, it means that the head is knocked off it, it has to be weighed to find the amount used and extra figuring to find out the value of the purchase.

Losses From Uncharged Goods.

"Omitting to charge goods is a great source of loss," said Mr. Lariviere. "If you are going to get paid for everything charged you must have a system and make all your clerks stick to it. A customer comes in and orders a lot of goods and, after you have them wrapped up and start to put them down on the bill, another customer is likely to come in and wants to be waited on in a hurry. You have to stop making out the bill and by the time you have waited on the second man, there is a big chance that some item in the first customer's purchase has been omitted. On a particularly busy day I allow my clerks to make a rough memo of goods purchased and then make out the bill when business has eased up.

"A matter that seems small but nevertheless causes loss is in the wrapping of parcels. The junior clerks who do this often use far more paper and twine than

is necessary. This should be watched for not only will it save expense in paper, but it will tend to make better clerks.

Depreciation of Stock.

"Depreciation of stock is another source of waste. Few retailers think that when washing the windows and sidewalks with hose that the spray blows on shovels, forks, etc., displayed outside, thus causing rust.

"Some hardwaremen are afraid to buy stock ahead of the season and lose many sales in this way. Goods can be ordered to ship ahead of the season, but a not sure when you will get your goods for, at the memo should be kept of them. By delaying you are last minute, there is bound to be a rush and, another thing, the best of the stock is gone." Mr. Lariviere quoted the case of one large Toronto house that lost \$750,000 in one year by not having the goods when they were asked for. Of course, this included many lines which the firm never handled.

Checking Transportation Charges.

"I have found that omission to check transportation charges on goods received wastes a lot of money," said the speaker. "The men who make out freight bills and other documents are human and make mistakes. You can get from the different agents of the railway lines you use a copy of the freight rates. Another thing. Before giving a clear receipt to the railroad, see that you receive all the goods on the bill, and further, that they are in good condition. Making claims takes time. Talking of claims, I have heard dealers say that it is no use to make claims for they will not get justice from the railways. If a claim is properly made, justice will be procured."

Lending Tools From Stock.

"Allowing employees to use tools from stock and the lending of tools is a source of waste," he continued. "Young clerks will take a new tool simply because they cannot find the old one. The boss should insist that they have a proper box in which to keep the tools, and see that everything is in its place. Never let a tool go out on loan without getting a receipt."

Cheap Clerks Mean Cheap Sales.

Speaking on loss of sales through incompetent employees, Mr. Lariviere said that cheap clerks mean cheap sales. You must pay the price if you want the best help and it pays in the long run. It is often better to take a young man that knows nothing about hardware, but has average intelligence and is willing to learn, and teach him, than to have a young man who has had a little experience, but will not put his heart into his work. Proprietors should teach their clerks everything about the stock. Some dealers do not believe in this for fear something will leak out to a competitor. According to Mr. Lariviere, this is a mistake.

"In my store," he said, "when I have given a traveller an order for some new line, I ask him to come around to the store at 6 o'clock and then get all my clerks together and make them listen while the traveller explains all the selling points of his goods. I allow him to talk for a half hour and no longer and by the end of that time my staff is familiar with the article and ready to talk on it when the time comes. I think my sales increase 50 per cent. by this method."

Belleville's Invitation.

Mavor Vermilyea, of Belleville, and Mr. W. Deacon, President of the Board of Trade of that city, ad-

ressed the members and extended a cordial invitation to hold the 1913 convention in their city. He mentioned the excellent hotel accommodation, good armories, etc.

RESOLUTION COMMITTEE'S REPORT.

The Resolution Committee's report was read by W. W. Bennett, the Chairman, as follows:—

Resolved that this Association do hereby express its opposition to the proposed Parcels Post Legislation, and that the Executive Committee are hereby authorized to take necessary steps to make its opposition known, and, if possible, to associate with other interests now working against enactment of any such legislation, also recommending that every retailer be earnestly requested to write to their local member of Parliament expressing opposition to proposed legislation.

Resolved that the Secretary of this Association, on receipt of any specific complaint from a member of this Association in good standing, against any jobber or manufacturer, be authorized to correspond with said jobber or manufacturer with a view to amicable adjustment, and that the reply of the jobber or manufacturer be sent to the complainant, and further be presented to the Executive of this Association.

That the efforts of this Association to have the fees for re-inspection of weights and measures abolished, be continued, and that every member be earnestly requested to have petition containing all names of users of weights and measures in their locality filled up and returned to the Association at earliest possible moment, and that the Legislative Committee be authorized to have such petitions circulated as widely as possible.

Resolved, that the matter of holding district meetings in different parts of the province, be referred to the Executive Committee for further discussion, and that, if deemed practicable, that a meeting be called at some central point to ascertain if a step in this direction would have sufficient attendance to warrant formation of districts.

Resolved that the sincere thanks of this Association be tendered to Mayor Thorp and the Civic Council and officials for the courtesy extended to this Association on the occasion of this convention, and that the Secretary of this Association be instructed to send a copy of this resolution to Mayor Thorp.

Resolved, that this Association tender the hearty thanks of the Association to the manufacturers, expressing our ap-



WM. MAGLADERY. Re-elected to the Executive Committee

preciation of the excellent displays, acknowledging the great benefit to the Association by their co-operation, and that the Secretary be instructed to send a copy of this resolution to the Secretary of the Canadian Hardware Manufacturers' Exhibition, Limited.

Window Committee.

The report of the Window Committee was given by Mr. Black, of the Bond Hardware Co., Guelph. He

stated that the big improvement in window displays was a source of satisfaction. He referred to the olden days when the hardware store was looked upon as a lean-to to a blacksmith job.

He thought that next year a manufacturer of plate glass could be induced to put in a large window in the hall, and window dressing competitions could be held. He recommended that the Association arrange a



C. W. CONN. Re-elected to the Executive Committee

competition for Christmas window displays, offering prizes worth competing for.

Officers Elected.

The recommendations of the Nominating Committee were accepted without any discussion and the officers elected were:—

President—M. S. Madole, Napanee.

1st Vice-President—H. Occomore, Guelph.

2nd Vice-President—W. F. Macpherson, Prescott.

Secretary—Weston Wrigley, Toronto.

Treasurer—John Caslor, Toronto.

Executive—W. Magladery, New Liskeard; W. W. Bennett, Gananoque; D. A. Macnab, Orillia; Ed. Wanless, Chatham; C. W. Conn, Tillsonburg; F. W. Otton, Barrie.

Auditors—J. W. Peacock and S. M. Burt, Toronto.

The prize for securing new members was awarded to Tom Wright, of Howland's. He secured six retailers and three travellers.

The address by W. G. Wright on "Fire Insurance," on Thursday afternoon, will be published in our next issue.

THOSE IN ATTENDANCE

In addition to the exhibitors and about 100 travelling salesmen not connected with the displays the following belonging to the Retail Association attended or sent in their fee. A few of these found it impossible to attend but, on the other hand, a large number of the firms had two or more representatives in attendance.

None of the 700 badges supplied by the Taylor-Forbes Company were left after Thursday afternoon, while on Friday morning several hardwaremen who

had been unable to get trains to Guelph on Thursday, came in to see the show breaking up. Knell & Co., Berlin, were represented by two of their staff on the Friday list.

Arthur—Brocklebanks, Limited.
Atwood—John Roger.
Aurora—Aurora Hardware Co.
Aylmer—Wright & Allen.
Ayr—R. C. Puddicombe.
Barrie—F. W. Otton, J. R. Hambly, F. A. Hoar.
Baysville—J. D. Smith.
Beaverton—W. G. Glassford & Co.
Beeton—W. J. Bell.
Belleville—J. W. Walker, W. W. Chown Co. (R. C. Chown and W. A. Chown).



W. W. BENNETT, Re-elected to the Executive Committee



D. A. MACNAB, Re-elected to the Executive Committee

Blenheim—W. D. Samson.
Blyth—McPherson Bros.
Bobcaygeon—A. E. Bottum.
Bracebridge—Geo. W. Ecclestone, the Whitten Co. (E. A. Whitten).
Bolton—Smith & Schaefer (Robt. Smith).
Brampton—W. E. Anthony.
Burlington—Jno. S. Allen.
Caledonia—McGregor & Co.
Carleton Place—Taylor Bros.
Chatham—J. C. Wanless (Ed. Wanless).
Chesley—S. M. Davison.
Coldwater—W. H. Manning, J. Kingsboro.
Cobourg—A. R. Dundas.
Collingwood—Gilpin Bros.
Culloden—W. Holland.
Drayton—Patterson & Hilborn.
Dresden—Wells & Wells, J. B. Carscallen & Son.
Dundas—Ralph & Wilson.
Elmira—M. Weichel & Son.
Elora—E. French, A. Hobbs, G. E. A. Robinson.
Fergus—A. E. Nichols.
Fordwich—Fred. Adams.
Forest—Jas. Loughheed, Reg. F. Scott.
Galt—Fraser & Co.
Gananoque—I. W. Bennett & Son.
Goderich—M. W. Howell, Chas. C. Lee.
Granton—W. W. Baker.
Gravenhurst—R. Zilliax.
Guelph—G. A. Richardson, H. Oecomore, Frank Howard, S. & G. Penfold, D. L. Meyers, A. J. Frank, Bond Hardware Co.
Hamilton—Stanley Mills & Co., Wood Vallance & Co.
Hanover—B. F. Ahrens, Ross Young.
Harriston—J. S. Collinson.
Hespeler—L. Grill.
Hickson—Nicholson & Co.
Huntsville—J. E. Mosely.
Ingersoll—S. King & Co.
Kincairdine—A. L. Sheills.
Kingsville—D. H. McCay.
Kingston—E. W. Marshall.
Lancaster—N. McGillis.
Leamington—J. S. Greenhill, H. Lendon.
Lindsay—D. Howse, D. Cinnamon.

Listowel—G. Gordon, S. L. Adolph.
Markdale—W. J. Bowes.
Markham—A. Wideman.
Meaford—Cleland Bros.
Merlin—W. A. Barr & Co.
Mildmay—Leisemer & Co.
Milton—Clements & Co., M. E. Nixon.
Monkton—M. E. Bettger.
Mount Forest—F. E. Hendershot.
Napanee—M. S. Madole.
New Dundee—E. T. Coleman.
New Liskeard—Magladery Bros., Geo. Taylor Hardware Co.
Newmarket—G. A. Binns.
Niagara Falls—J. T. Henderson, G. H. Clark.
Niagara Falls Centre—F. F. Heximer.
Norwich—F. C. Bishop.
Oakville—J. N. McGregor.
Omemee—W. D. Stinson.
Orangeville—Adamson Hardware Co.
Oshawa—G. L. Lander & Son.
Ottawa—W. A. Rankin.
Owen Sound—Crepper & Griffin, Christie Bros.
Palmerston—Chalmers Bros.
Parkhill—Brewer & Harrison.
Pembroke—Dewar & Ryan.
Penetang—M. A. Gendron.
Picton—Carter Bros.
Porcupine—Marshall & Ecclestone, Ltd.
Port Rowan—Thos. Pearce.
Prescott—W. F. MacPherson.
Preston—Bernhardt & Gies, W. F. Mickus.
Providence Bay—W. I. Wagg.
Rockwood—S. R. Peart.
Rodney—D. Mistele.
St. Catharines—Coy Bros., Watt & Bate.
St. Jacobs—Henry Giles.
St. Mary's—St. Mary's Hardware Co.
St. Thomas—R. H. Blackmore.
Sault Ste. Marie—Fulton Hardware Co., Soo Hardware Co.
Shelburne—J. J. Metcalf.
Simcoe—Chas. E. Boyd.
Smith's Falls—R. Hawkins.
Southampton—R. McVittie, W. H. Johns.
Stouffville—Silvester Bros.
Stratford—J. R. Myers.
Streetsville—Jas. Dandie.
Sudbury—Purvis Bros., Ltd.; L. Fowler & Co.
Thorold—W. H. Hunt.
Tillsonburg—Pow & Wilcox, Chas. W. Conn.
Toronto—J. W. Peacock, T. Whetstone, G. W. Matthewson, Keyes & Co., Parkdale Furnace Co., Westwood Bros., A. Welch & Son, A. W. Walker & Son, S. M. Burt, John Caslor, W. A. Stevenson.
Tottenham—R. J. Walkem.
Trenton—McClung & Son.
Unionville—Padgett & Hay.
Walkerton—Vogan Hardware Co.
Wallaceburg—Munroe & Zavitz.
Warfield—H. Copeland.
Waterloo—Conrad Bros., W. J. Weichel.
Wellington—F. M. Nash.
West Lorne—McKillop & Ferguson.
West Toronto—R. J. Bruce.
Woodstock—F. W. Karn, Geo. A. Davison.
Wroxeter—John Douglas.

The following store salesmen also enrolled at the Convention:

J. R. Groat, Groat Bros., Elkhorn, Man.
A. T. Black, Bond Hardware Co., Guelph.
C. Penfold, S. & G. Penfold, Guelph.
R. W. Mathewson, Toronto.
F. Sticker, Patterson & Hilborn, Drayton.
M. Canfield, J. R. Myers & Co., Stratford.
Geo. C. Nibbs and N. Stirrett, Geo. Stirrett & Co., Toronto.
Roy McGregor, Oakville.
Fred. E. Ellis, A. Welch & Son, Toronto.
C. F. Ready, R. Hawkins, Smith's Falls.
R. E. Newman, J. B. Carscallen & Co., Dresden.

Amongst the ladies were:

Miss Purvis, Sudbury.
Mrs. J. E. Mosely, Gravenhurst.
Mrs. Keyes, Toronto.
Mrs. D. Mistele, Rodney.
Mrs. Weston Wrigley, Toronto.

EXHIBITORS ORGANIZE A COMPANY

During the convention the Canadian hardware manufacturers who had exhibits in the Winter Fair building, held several meetings, and on Wednesday afternoon the definite decision was reached to organize a company known as the Canadian Hardware Manufacturers' Exhibitors, Limited.

While many complaints were made regarding the small number of retailers present in comparison with the importance of the exhibition, and also regarding the coldness of the hall and the leaky condition of the roof of the Winter Fair building, the promoters of the new company pointed out that they recognized that the Retail Hardware Association officials were not to blame, and had done the best they could under adverse circumstances.

The purpose of Exhibitors, Limited, is to relieve the Retail Association of a work which can best be handled by the manufacturers themselves. In four years time the exhibits have increased from about 25 to nearly 100. The exhibitors desire to co-operate with the retailers in increasing the attendance at conventions, in arranging a program of entertainment, and in selecting a suitable place for the annual conventions.

The company is applying for incorporation as it is felt that it will be more business like, while it will also enable the manufacturers concerned to exhibit in other places if they so desire. The officers elected are as follows:—

President—A. A. Bittues, of the Gillette Safety Razor Co. of Canada, Montreal.

1st Vice-President—F. M. Tobin, of the Tobin Arms Manufacturing Co., Woodstock.



W. J. NAHRWOLD, 2nd Vice-President of Exhibitors, Limited



CHAS. E. STEWART, 3rd Vice-President of Exhibitors, Limited

2nd Vice-President—W. J. Nahrwold, of the Canadian Yale & Towne Co., St. Catharines.

3rd Vice-President—Chas. E. Stewart, of the James Stewart Manufacturing Co., Woodstock.

4th Vice-President—M. R. Griffiths, of the H. W. Johns Manville Co., Toronto.

Chairman of Exhibition Committee—R. B. Johnson, of Pinchin Johnson Co., Toronto.

Chairman of Entertainment Committee—Adam Taylor, Taylor-Forbes Co., Guelph.

F. M. Tobin, Woodstock, was appointed Secretary pending the selection of a permanent official who will

act in an honorary capacity with an assistant during the busy season of the year.

It was decided at a joint meeting of representatives of both organizations, that the next convention will be held at Hamilton, provided satisfactory arrangements can be made.

THE VALUE OF EXHIBITIONS

Harry C. Martin, Vancouver, president of the B. C. Retail Hardware Dealers' Association, and formerly on the travelling staff of H. S. Howland, Sons & Co., Toronto, was an interested visitor at the convention. His firm, Martin, Finlayson and Mather, have recently established a jobbing department, and Mr. Martin was, therefore, a heavy buyer at the exhibition. "I expect to make a thousand dollars this fall on one line I secured the agency for at Guelph," said Mr. Martin. And talking of his sales another exhibitor said:



M. R. GRIFFITHS, 4th Vice-President Exhibitors, Limited



ADAM TAYLOR, Chairman Entertainment Committee

"I paid the entire expense of my exhibit at Guelph on a sale I made to Mr. Martin."

Another instance showing that exhibitors are beneficial alike to retailers and manufacturers is related by Vice-President W. F. Macpherson, Prescott. A difference had developed between him and a manufacturer during the past year, and they had failed to make good certain breakages. The manufacturer exhibited at Guelph and in a few minutes the difference which correspondence had failed to settle, was overcome, and a good order given for additional goods.

"I have made over \$1,000 on special lines I have secured the agency for at our hardware conventions, and I consider my association membership and the money I spend in attending hardware conventions as the best investment I have ever made."

DEATH OF MRS. CASLOR.

Mrs. John Caslor, wife of John Caslor, hardware merchant, 628 Queen street west, Toronto, died on March 7. Deceased had been suffering from chronic rheumatism for some time. Mr. Caslor, who is treasurer of the Ontario Retail Hardware and Stove Dealers' Association, has the sympathy of his many friends in the trade.

ENLARGING LUFKIN RULE PLANT

J. A. Hossack, sales manager of the Lufkin Rule Company of Canada, Windsor, leaves about March 15 on a trip to the Pacific Coast. Mr. Hossack states that orders for surveyor's tapes and other measuring devices used on construction work were never in greater volume than at present. The Lufkin plant at Windsor has had to be enlarged to keep up with orders.

Exhibit of Hardware Manufacturers

An Excellent and Representative Display of the Lines Being Made in Canada—Discomfort Owing to Unsuitable Building and Inclement Weather

In point of numbers, the exhibits at the convention of the Retail Hardware Association this year were far in advance of that of any previous meeting, being 25 per cent. larger than last year. In quality, too, they were superior. Next year, under the new arrangement, it is confidently expected that the show will be 100 per cent. better than this year.

Last year, the members of the Association, instead of leaving the selection of the next meeting place to the Executive, chose Guelph. When the manufacturers saw the building in which the show was to be held, they were somewhat disappointed. During the first day, all the doors in the building had to be kept open to permit of the entry of goods, and this, together with several broken windows, caused the hall to be very cold. Although the City Council burned tons and tons of coal to heat the building during the remainder of the week, they were unsuccessful. In spite of the very cold atmosphere, the manufacturers spared no effort to make their exhibits as attractive as possible.

A complete list of the firms who made displays, with a short description of each is as follows:—

"Nattiness" was the characteristic of the exhibit of the **Pike Manufacturing Co., Pike, N.H.** The various descriptions of oil stones exhibited were arranged with a great deal of artistic skill on a background of green plush, while in front of the booth was ranged a series of the grinders manufactured by the firm.

The extent to which a high finish can be imparted to axe and tool handles of various descriptions and whiffletrees was exemplified in the exhibit of **W. C. Crawford & Co., Tilbury, Ont.** The exhibit was arranged on a plush background and attracted a good deal of attention. **W. A. Deane, Oakville,** was in charge.

Imperial Steel & Wire Co., Collingwood, showed their complete line. Kegs of nails, arranged in triangular shape and surmounted by bales of wire fencing, occupied the centre. **J. T. Duguid** was in charge.

Gilson Manufacturing Co., Guelph, showed their famous gasoline engine, along with a display of pumps, jacks, etc. **E. Banelman** and **P. Charlton** looked after the firm's interests.

Canadian Gate Co., Guelph, exhibited several samples of their wire and wire gates. **H. R. Steel** and **N. J. Cabeldu** answered all inquiries.

The exhibit of the **Louden Machinery Co., Guelph,** was in the form of a model barn and showed all necessary fittings, such as hay forks, cow ties, stanchions, etc. **H. B. Calendar** represented the firm.

Another product of Guelph was shown by the **Flexible Conduit Co.,** who exhibited "Braiduct," a product used for covering electric wires. Alongside this firm was the exhibit of the **Victor Electric Iron Co., Berlin,** who exhibited electric irons.

The **Brandram-Henderson** process of manufacturing white lead was a decidedly interesting feature of the convention and their booth was always a centre of interest. The arrangement of their booth was very tasty. **H. B. Shuttleworth, W. B. Gillespie, A. W. Poole** and **O. M. Hodson** looked after the firm's interests.

Ontario Lantern & Lamp Co., Hamilton, had a very striking display and featured the new "Banner" buggy lantern, suitable for dark country roads. The

Canadian Tungsten Company's line of electric lamps and fixtures was shown, scores of lamps being lighted, this making their booth one of the handsomest in the show. They used 5,000 candle power in their display. One feature shown was a 1,000 candle power Tungsten light. This is the largest Tungsten in the world, and attracted considerable attention. A design showing their "Banner" burners was formed on a big shield and doubtless will be followed by many retailers. **L. W. Hollingsworth** and **W. F. Kelly** were in charge of the display.

Canadian Yale & Towne Co. had a very attractive showing of their fine line of locks, keys and heavy hardware now manufactured in Canada. These were arranged in two cabinets and were explained by **Wm. J. Nahrwald.**

Canadian Carbon Co., Ltd., Toronto, had a good display of Xcel batteries in charge of **Wm. Harris.**

The Irving Electrical Supply Co., Toronto, with their display of Premium vacuum cleaners, chafing dishes, electric tea kettles, etc., made a good showing. **Henry Irving** and **H. D. Palzer** were in charge.

At one end of the hall was the display of the **Shurly-Dietrich Co., Galt.** Mounted on the wall, with a background of dark green cloth, their line of saws was well displayed, and much admired. **Percy Dietrich** and **E. C. McMurtry** looked after the display.

The feature of the **Tobin Arms Manufacturing Company's** exhibit was their new "Boy Scout" rifle. This is a 22-calibre arm and the first of its kind to be manufactured in Canada. From orders received to date, **Mr. Tobin** states his firm will have a hard time keeping up with the demand. Their new Tobin auger bit was also shown, along with a complete line of Tobin guns. **F. M. Tobin** explained the different goods, along with **C. D. TenEyke** and **F. M. Tobin, Jr.**

The Standard Paint Co. of Canada, Montreal, featured "Ruberoid" roofing. **H. H. Coward** and **D. Kirkpatrick** were in charge.

Go-carts, express waggons and bathroom fittings made a very attractive display in the booth of the **Gendron Manufacturing Co., Toronto.** **T. Chadwick** and **W. H. Bateman** looked after the firm's interests.

The demonstrations of Peerless water service systems and Wayne storage tanks attracted considerable attention at the booth of the **National Equipment Co., Toronto.** The Peerless system of permitting soft water in any house awakened much interest in the general public. **C. J. Wilson, Martin Quinn,** and **C. Potter** explained the working of the firm's goods.

J. H. Conover, E. J. Cookson, W. T. Fleming, and **C. F. Kendall** were in the booth of the **Martin, Senour Co.** explaining the virtues of 100 per cent. pure paint, "Newtone" flat wall paint and other products. Their display of selling helps added much to the attractiveness of the exhibit. **W. H. Gerke,** Canadian manager, also spent a couple of days at the convention.

Pratt & Lambert, Bridgeburg, Ont., exhibited several samples of work done by their various products. Two pillars, finished with "White Vitralite," showed to what a high degree these preparations can be bought. **P. and L. 38 Preservative** and "61" Floor Varnish also were shown. **A. E. Miller** was in charge.

E. C. Atkins & Son, Hamilton, used an electrical device to show their line. A carpenter was shown using various kinds of saws and this feature attracted a good deal of attention from the retailers. **C. R. Hubbard** and **J. A. Ross** were in charge, while **H. P. Hubbard,** Canadian manager, also spent a day at Guelph.

The **Gillette Safety Razor Company's** booth, right on one of the corners, was admired by all. Their different styles were shown in a silent salesman mounted on a pedestal. The arrangement of the booth, with a large picture of the firm's new factory and several small pictures, showing different operations in the manufacture of safety razors, was very attractive. J. S. Chadburn and D. P. Cotter were in charge, in the absence of that well-known figure, A. A. Bittues, managing director for Canada.

One of the best and most attractively displayed exhibits shown was that of the **Allan Hills Edge Tool Co.**, Galt. Their complete line was shown tastefully arranged on a background of dark green cloth, and the contrast between this and the glittering steel was very effective. E. E. Rendle explained the various lines.

The **Gutta Percha & Rubber Manufacturing Co.**, Toronto, booth was in charge of T. W. McKenney and H. E. Wiles, who explained about the different lines of hose, auto and carriage tires, belting, packing, rubber shoes, mats, etc. A special feature shown was the new Fisk Grip auto tire.

The **Success Manufacturing Co.**, Gloucester, Mass., (Lewis Bros., Montreal, selling agents for Canada), showed their line of all steel refrigerators and a new rotary ash sifter, the patent for which in Canada has just been secured. The business done by this firm at the exhibition was such that they are seriously contemplating the erection of a factory in Canada to handle their Canadian business.

The **One Minute Washer Co.** showed their washing machines and wringers in operation, 15 of which were sold at the show. F. Ehrhardt, John Sawyer and John Weighton were in charge.

The exhibit of the **London Printing and Lithographing Co.** added much to the appearance of the hall in its neighborhood. While not hardware, these goods are required at least once a year. The display of pretty designs in heads, animal life and sporting events was excellent. The **Dyson Manufacturing Co.**, Guelph, manufacturers of the One Minute Automobile Repair Kit were in the same booth.

The **Oneida Community Co.**, Oneida, N.Y., occupied two spaces at one end of the hall where they showed many handsome cabinets of their "Community" silverware. One corner of the booth was arranged to represent a window display of a trapping scene, showing a muskrat's home among the rushes, with traps scattered here and there. W. T. Earl, S. A. Griffith and S. T. Hudson answered all inquiries.

Taylor-Forbes Co., Guelph., had an exceedingly large display of their various lines of builders' and heavy hardware. The ringing of the large bell in their booth attracted the crowds and interest in the display was shown at all times. Adam Taylor, J. M. Taylor, Jr., Geo. Waters and C. F. Smallpiece were on hand in the interests of the firm.

Roofing was featured in the display of **F. W. Bird & Son**, Hamilton. W. J. Shaw, H. F. Collins and Walter Mackay represented the firm. This firm are introducing a new product for use on walls instead of lath and plaster, and the hardware trade will find it a good line to distribute.

The **Ohio Varnish Co.**, Cleveland, Ohio, conducted a demonstration of Chi-namel and their booth was always a centre of interest. Fred Crooks, Mr. Sauva and Mrs. Padgham conducted the demonstration.

The importance of having account registers and counter check books was amply demonstrated in the booth of the **Dominion Register Co.**, Toronto, by J. C.

O'Connor, J. E. Dennie, F. J. Nelson, and W. H. Hunter. The machines shown were in mission finish and the appearance of the exhibit was very attractive.

J. Wiss & Son, Newark, N.J., made an attractive display of their line of shears and cutlery, and also a line of C. Kraeuter & Company's tools. An electric display of folding panels, on one side of which was shown the firm's different lines and on the other scenes showing different processes in the manufacture of their goods, attracted a lot of attention. W. M. Leith and E. W. Myers were in charge.

Keystone hair insulator was featured in the exhibit of the **Canadian H. W. Johns-Manville Co.**, Toronto. Asbestos and felt roofing and resisting cements also were shown. M. R. Griffiths, Canadian manager, W. J. Commins, E. S. Baum and J. H. Shaver answered all inquiries.

Benjamin Moore & Co., Toronto, had a handsome display of all their products. Samples of work done by Sani-flat, a flat oil paint, were shown, along with Muresco wall finish and Moore's cement coating. W. Howard, R. P. Barrington and M. Patterson were in charge.

The **Dominion Roofing Company's** trade mark, "Mule Hide Roofing, not a kick in a million feet," was emphasized strongly at their booth, and their special proposition to retailers was much talked of during the convention. The booth was in charge of G. L. Bailey and Earl R. Maltby.

Boeckh Bros. Co., Toronto, were on hand with their line of brushes of all kinds. Their flat, oval and kalsomine solid steel grip brushes, set with "Bakelite" cement, were featured. L. J. Levy and John Billinghurst represented the firm.

High art in tool making was displayed in the booth of the **Stanley Rule and Level Co.**, New Britain, Conn. Their various lines made at their Canadian plant near Montreal were shown on a large circular disc, on a dark green background. "Bed-rock" Jones and X. Gooszin were in charge.

The **Aspinall Manufacturing Co.**, Guelph, exhibited their line of potato machinery, including a cutter, sprayer, planter, digger and sorter. L. Jacques explained the working of the different machines.

The **Galt Art Metal Co.**, Galt, manufacturers of galvanized steel shingles and art metal ceilings, made an exhibit of their products. E. G. Spiers represented the firm.

The many varieties of steel tapes and rules were shown in the exhibit of the **Lufkin Rule Co. of Canada**, in their booth on one of the main corners of the hall. J. A. Hossack and E. Russell told of the many good points of the line.

D. Maxwell & Son, St. Mary's, had a large showing of their motor and hand power washing machines. Their new electric washer, with combination wringer, was seen in operation. John L. Maxwell and J. W. Gallagher explained the working of the different machines. A display of their food choppers also was made.

A model house, roofed with Brantford Red Crystal Roofing, was a novelty in the exhibit of the **Brantford Roofing Co.**, Brantford. A large piece of asphalt, in which this firm's roofing is saturated, also was shown. Fred Chaleroft, J. A. Virtue, D. H. Smith, G. M. Huff and A. G. B. Tisdale represented the company.

S. F. Bowser & Co., Toronto, showed several of their oil storage systems which proved very interesting to the retailers present. L. Swartz, E. J. Murphy, F. C. Potter, H. T. Sterne and H. C. Christie were in charge.

Page Wire Fence Co., Walkerville, conducted an interesting demonstration of their Regina electric and hand vacuum cleaners. W. H. Turney, J. C. and W. D. Love represented the firm.

The International Varnish Co., Toronto, booth was a great favorite with the ladies. W. H. Davy made himself popular by the giving away of carnations each day. Demonstrations of Kleartone stains, Lacqueret and Elastica floor finish were given by Mr. Davy and H. V. Johnston. Their advertising matter gave the booth a very handsome appearance.

Goldie & McCulloch Co., Galt, had a large exhibit of safes in the annex. Earl T. Hetherington and Wm. Trapps had charge.

The exhibit of the **Walker Bin Store Fixture Co., Ltd.**, Berlin, made an excellent showing. Behind a counter, against the wall, were large cabinets of drawers, some with glass fronts and some not, drawers of all descriptions and large silent salesmen. The exhibit took the form of a model hardware store, without, however, any stock. W. C. McCuaig represented the company.

The Canadian Potato Machinery Co., Galt., showed their line of O. K. cattle stalls, stanchions, etc. A. M. Rush, J. Eckstein and W. H. Schreiber were on hand.

Sprayers and washing machines, both hand and power, were shown in the exhibit of **Kaitting & Son**, Galt. Messrs. Geo. and Herb. Kaitting explained the machines to all interested.

The McClary Manufacturing Co., London, featured their interchangeable coal, wood and gas ranges in a very handsome display that covered two spaces. Their demonstration of gas stoves and Bon Ami oil stove attracted wide attention and were explained by W. J. Thompson, A. Mackenzie, W. W. Nobbs and A. M. Smith, sales manager.

Lowe Bros., Toronto, with their display of "High Standard" paint, with decorations of window trims and many other selling helps, had an exceedingly attractive booth. The arrangement was very good, and as the firm had double space on a corner, the display was one of the best in the show. Mr. Kennedy, general manager, Dayton, Ohio, was present with Frank Brown, Milton Bergey, Jas. MacMartin, E. Thomson and N. S. Van Zant, who looked after the interests of the company.

The exhibit of **The Galt Robe Co.**, Galt, with a fine display of hammocks, robes, etc., looked very inviting. H. Sutcliffe and J. H. Bennett were in charge.

The Ontario Desk & Supply Co., Elmira, booth presented the appearance of a model office, with a neat display of desks, chairs, mantles, etc. J. S. Weichel and Andrew Edwards were in charge. **The Monarch Typewriter Co.**, Toronto, exhibited a couple of their machines in the same booth.

The Onward Manufacturing Co., Berlin, had a corner location and showed their line of vacuum cleaners, furniture, shoes, etc. The demonstration of vacuum cleaners attracted a lot of attention, particularly when the hall was thrown open to the public. T. A. Witzel and A. L. Hixon represented the firm.

Roofing materials were featured in a very neat display by **The Philip Carey Co.**, Toronto. H. E. Rowell, Jas. Clarke and J. C. Kyle were on hand.

New lines of the now popular aluminum kitchen ware were shown in a wide range by **The Northern Aluminum Co.**, Toronto. The stock was displayed on a dark background and showed to excellent advantage. A drawing contest for a chafing dish helper to arouse interest in the exhibit and Messrs. O. W. Schoffner, R. H. Osborne, G. B. Ogden and W. H. Konold

were kept busy explaining the good points of the various articles. In a drawing for a fine chafing dish, W. W. Bennett, Gananoque, was the winner.

The Queen City Oil Co., Toronto, showed their lamps and heaters to splendid advantage. At night the effect was superb. C. S. Griffith, W. B. Irwin, P. J. Booth, Mr. Lapp and H. N. Glover were in charge.

"Invincible" fencing and gates were shown by **The Steel Company of Canada** in a well-arranged exhibit. W. Cameron and L. Krieger met all interested retailers.

The Sanderson, Harold Co., Paris, were on hand with an excellent display of their well-known line of refrigerators and screen doors. John Harold and O. H. Miller were the firm's representatives.

The Stratford Manufacturing Company's booth reminded one that summer will soon be here with their large display of lawn swings and a various assortment of ladders. Miniature swings were shown for use in window trims. Charles A. Moore and Roy E. Harris were in charge.

A full line of plumbers' and general brass goods was shown in the display of **The Canadian Brass Co.**, Galt. T. H. McLaren, J. A. McLaren and M. A. Schroder were on hand to answer all inquiries.

J. H. Connor & Son, Ottawa, always had a crowd of interested spectators around their booth, watching their washing machines in operations. I. L. Connor and J. T. Jeffrey were in the booth.

Much interest was manifested in the display of mechanical rubber goods, tires, etc., by the **Dunlop Tire and Rubber Co.**, Toronto. The company was represented by H. C. Austin, C. M. Woodburn and M. Campbell.

The Hall-Zyrd Foundry Co. featured their line of "Pilot" stoves and ranges and "Success" furnaces. O. Zyrd, A. W. Cain and H. Gilmore described their line. This firm are now located in their new plant at Hespeler.

The Down Draft Furnace Co., Galt, displayed their new Perfect Banner steel range and a line of fire places and grates. This new range is a small, medium priced one, made in two sizes with 16 and 18-inch oven and reversible reservoir. G. Sohrt and T. Parnell were in charge.

Wondershine, Toronto, showed their product in a well laid out exhibit and made themselves popular by distributing their whole exhibit at the euchre party. J. M. Waller, H. H. Speare and J. W. Hall demonstrated the goods. Great disappointment was expressed at the company's failure to get their new line of "Wondershine" aluminum ware ready to display at the convention. Delay in the erection and equipment of the plant at Oakville, caused by cold weather, was the reason for the disappointment.

A novelty in the exhibition hall was a baby sleigh manufactured and shown by **Beilstein & Kranz**, Berlin. This sleigh is also fitted with wheels and when a bare spot on the sidewalk is reached, the wheels can be lowered by pushing a lever at the back, and put back in their place by reversing the lever. C. Kranz was in charge.

The Sovereign Mitt, Glove & Robe Co., Delhi, had an attractive display of their goods and were represented by M. B. Misener and W. M. Whiteside.

The Lundy Shovel & Tool Co., Peterboro, showed their spades and shovels. J. D. Lundy and F. C. Thomson were in the booth.

Sharpening stones, wheels and devices of all descriptions were shown by the **Carborundum Co.**, Niagara Falls. W. C. Schwab and K. D. Rose were on hand.

The Buffalo Sled Co., Preston, had an excellent display of sleighs, swings and pony waggons in charge of M. E. Seaman.

Clare Bros., Preston, exhibited their well-known Peninsular line of stoves and ranges and Hecla furnaces. Their combination hot air or hot water furnace was a feature. Herman and A. N. W. Clare demonstrated the line.

The Canadian Heating & Ventilating Co., Owen Sound, was represented by H. C. Filsinger, who demonstrated their line of Empire stoves and ranges and registers. Their new "Empire" register was also exhibited.

The Harriston Stove Co., Harriston, were on hand with their "Royal" line. A new stove is the "Royal Matron." This is a six hole, plain design range, with 26-inch fire box, to burn either coal or wood. J. E. Cave and F. G. Blacker were in the booth.

The Buck Stove Co., Brantford, showed the Happy Thought and Radiant Home lines. The new Radiant Home heater, specially adapted for stove coal, is the only one of its kind in Canada. Ed. E. Orr and Geo. J. Bray were the representatives.

The Burrow, Stewart & Milne Co., Hamilton, had a large display of hotel and kitchen gas and coal ranges. Their gas range, with coal attachment, attracted a lot of attention. Ed. Goff and W. G. Carson demonstrated the stoves.

D. Moore & Co., Hamilton, arranged their line of heaters and ranges in a semi-circle, which showed them off to excellent advantage. J. S. McMartin and A. L. Robinson attended the convention as representatives.

Moffatt Stove Co., Weston, displayed their new instantaneous water heater, which aroused much interest among the delegates. They also showed samples of their complete line of gas and coal ranges, making one of the largest displays in the exhibition. A. Staples and John A. Sinclair were in charge.

Jas. Stewart Manufacturing Co., Woodstock, had an excellent display of their "Good Cheer" circle waterpan, warm air furnaces, ranges, heaters and registers in charge of C. E. and F. C. Stewart and E. McDougall.

The Gurney Foundry Company's booth was always a source of interest to visiting delegates. The firm secured the services of a young lady who gave demonstrations on paper bag cookery on one of the Gurney-Oxford gas ranges. F. W. Spry, Allen Ross and D. W. Rose were in charge. E. Holt Gurney, sales manager, also visited the exhibition.

The Imperial Varnish and Color Co., Toronto, had a striking display of their products, including Maple Leaf Interior and Exterior paints and Elastilite. W. B. Cookson, J. D. Robinson and F. F. Bowden conducted demonstrations which proved of great interest. T. F. Moneypenny, sales manager, also visited the booth.

Cummer-Domswell, Limited, Hamilton, showed their power washing machines and wringers, and there was a continual crowd of interested persons around the booth. Geo. B. Dowswell, Harold H. Cummer and F. F. Raine were in charge of the display.

Demonstrations of the application of Jap-a-Lac drew large crowds to the **Glidden Varnish Company's** booth, in charge of E. J. Hofford, B. D. Blackwell and F. H. Webbing. Dealers were particularly interested in the new 10 cent can and the display stand that accompanies it. The advertising matter arranged around the booth added much to its appearance.

The Pinchin-Johnston Co. booth stood out well with

its pyramid of Minerva paints. Samples of work done with their goods were shown along with many of their selling helps. Their new color card and counter album interested the retailers to a large extent. R. B. Johnston, F. L. Wemp and A. M. Towe were in the booth.

The Pollock Manufacturing Co., Berlin, conducted a demonstration of their vacuum cleaners and made a display of bicycle and motor boat lamps.

The Dover Manufacturing Co., Canal Dover, Ohio, had a tastefully arranged display of electric irons and asbestos sad irons, with an electricity-operated figure giving demonstrations. A. S. Howe was in charge.

The National Manufacturing Co., Sterling, Ill., showed their lines of builders' hardware. The booth was tastefully arranged and Mr. Meikel answered all inquiries.

G. L. Griffith & Son, Melbourne, Ont., manufacturers of halters and harness specialties, showed several of their products neatly arranged on the wall at one end of the hall.

Experiences at the Convention

Many Members Tell What Interested
and What Benefitted Them Most—
Some Timely Suggestions

H. Occomore, Guelph.—"Owing to having been the local man on the job, I was kept busy looking after details nearly all the time, thereby missing the main chance. Even with all these things to attend to I may say that I am of the opinion that the Guelph Convention was the best yet, and feel that a start has been made along the right direction to make our Association the power it should be. I think that the interest taken by the members in the Convention meetings was very marked, showing that the hardware men of the Province are fully alive to the benefits that can be obtained from intercourse in this way, one with the other.

"In a word, the greatest benefit to me from the recent convention is the incentive given to the Executive to make the Association the best of its kind on the continent."

S. L. Adolph, Listowel, Ont.—"I derived no benefit from the convention whatever. I was only there on Tuesday, but intended to attend oftener, only for the storm, which prevented me from being present. I am not in favor of smoking concerts and euchre parties as I am free from both."

B. F. Ahrens, Hanover, Ont.—"I think the question box is the greatest benefit to all retail hardware men, and would like to see more time devoted on this subject.

"The information received at the convention is worth double the amount of the membership fees, and cost of attending the convention."

R. Hawkins, Smiths Falls, Ont.—"I feel fully repaid in attending same by picking up ideas in regard displaying goods, salesmanship, management of details, etc. We receive inspiration from contact with our fellow merchants, with travellers and exhibitors and learn more of the newest goods belonging to our business and return home with greater zeal to improve retail merchandizing. I would like to have all my opposition attend hardware conventions.

"We cultivate friendships that are pleasing and lasting, which tends to mutual benefits, and are glad to meet again at next hardware convention time. It is worth the trip to meet and receive ideas handed out so freely by our good friend, Fred C. Lariviere."

Fred W. Otton, Barrie, Ont.—"To me the discussion that took place regarding salesmanship was most interesting.

"The address given by Mr. Gurney was most helpful and instructive, as well as some of the ideas expressed by Mr. Mosley, Huntsville, and Mr. Welsh, of Toronto.

"I might say that the Question Box discussion to my mind was gone into with a little more vigor and enthusiasm. These Question Box discussions are most helpful to the association, and should be encouraged. While there are many points offered which do not always meet with my approval, yet out of these questions arise ideas and suggestions that any member cannot fail to carry home with him and make use of them in his own business.

"The manufacturers' exhibits were splendidly arranged, and the representatives spared no trouble in trying to make any explanation of new lines they had to introduce, and while it is much regretted that some of the exhibitors were put to much inconvenience by the weather conditions which prevailed in the building, yet I believe on the whole, they were quite well satisfied."

H. Lendon, Leamington, Ont.—"The greatest benefit that I derive from attending the Retail Hardware Convention is the fact that it is a good schooling for me as a hardwareman, a place to purchase goods and to see what is offering in new goods. It is held at a time in the year when I make my heaviest purchases. My purchases are increasing every year I attend. This is now my fourth year."

James Purvis, Sudbury.—"The best question of the convention is the Question Box. This should have daily sessions of two hours each, and each day in charge of a different man and the discussion limited to a few minutes and no member to speak but once on the same question. Getting acquainted with other hardwaremen and comparing experience is helpful."

M. S. Madole, Napanee, Ont.—"I am satisfied from a general point of view many good things were brought out at the convention. The afternoon spent with the manufacturers and jobbers and the hints gained by the address of Mr. Gurney were valuable. The Question Box was an interesting event of the sessions, and brought out some good things. The discussion on the waste in hardware stores was an eye-opener to many in the convention. The discussions on the Weights and Measures Act, parcel post delivery and catalogue houses were all interesting in their way.

"My own idea of these conventions are that more time should be spent on the separation of papers to be brought before the meetings and that a sub-committee should be appointed to prepare a programme for the convention. The man who went there for the purpose of receiving benefit could get it from the meetings in the discussion if the subjects I have outlined, and by a study of the exhibits as shown by the jobber and manufacturer, and then, by the retailer becoming acquainted with the man with whom he does business, so that when you are at your desk corresponding with the house you know the kind of man you are writing to. The benefit I obtained was coming in touch with my fellow-retailers, talking business over with them, getting ideas as to the way they do things and seeing if their way is a better one than my own, and if so adopting it in my own business. There is wisdom in counsel."

W. H. Stinson, Omemece.—"I consider the exhibits of the manufacturers and those who represented them a great benefit to the retail dealer, as by attending the

convention the specialties as well as a varied assortment of the staple lines being offered for the season could be examined, and selections made, or if not, at a later date when buying from a traveler or catalogue the buyer is posted on the goods and knows what he is ordering. It would be impossible for the average merchant to visit the factories represented at the convention and to become familiar with the goods exhibited which would be of interest to him.

"The courtesy of the representatives in charge of the exhibits in showing and explaining the various lines shown, should be appreciated by the dealer who attends the convention to see the samples, and to become familiar with the latest and the newest ideas, in the various lines offered. I believe it is of financial interest to every retail hardware merchant and stove dealer to attend the convention."

T. M. Nash, Wellington, Ont.—"The greatest benefit I received from attending the hardware convention at Guelph was:

1. "Seeing the different exhibits and getting better acquainted with the goods and manufacturers.

2. "Picking up selling pointers from the experts in charge of the different booths.

3. "That getting better acquainted with your opposition or neighbor will stop price cutting."

A. L. Shiells, Kincardine, Ont.—"It is very hard to say what was the most benefit to me at the convention. I believe that Mr. Lariviere's talk was the best to me. There was a good many things talked about that would do a fellow good."

W. F. Macpherson, Prescott, Ont.—"At our recent convention in Guelph, the outstanding feature, and one which offered the greatest benefit to the retail hardware merchant, was in my estimation, the splendid exhibits made by over one hundred of our progressive manufacturers of Canadian-made hardware. The education advantages of seeing these exhibits and the pleasure of meeting manufacturers and their sales managers, of seeing the men with whom we correspond in the course of our business face to face, certainly makes future dealings more satisfactory, provided, of course, that the impressions formed are mutually agreeable.

"At the Guelph convention I had the opportunity of having a couple of matters adjusted satisfactorily, and closed contracts for some lines on a much more satisfactory basis that I feel I could have obtained had I not had the opportunity of meeting sales managers personally.

"The discussions at our business sessions were also profitable, and could not be followed by any dealer without reaping much benefit.

"The main object of every business man is to make money over and above the cost of doing business and barely living. Many are not doing any more than 'getting along,' and the reason in a vast majority of cases is through not having sufficient profit on our turnover, although we may imagine we are making a good margin of profit. A study of the 'Table for Figuring Net Profits,' furnished by Mr. Lariviere, will show clearly that the average profit is inadequate, and that it is necessary to ask, and see that we get a larger advance on all lines possible to make our business a more paying proposition than in the past.

"I know of no better way of getting the spirit of taking such a step than in getting in touch with our brother hardwaremen throughout the country and at home, and hope to see our next convention, as I firmly believe we will see, under such favorable plans as are now formulated, trebled in size, interest and profit."

Montreal's First Hardware Exhibition a Big Success

Show held in the 65th Regiment Armouries drew thousands of visitors—Well arranged displays made by nearly forty manufacturers—Great credit due to A. A. Bittues, C. F. Smallpiece and J. A. Beaudry, the promoters of the event

An unqualified success was the first hardware exhibition ever held in Montreal, it being held February 27, 28, 29 and March 1, in the 65th Regiment Armouries on Pine Street, under the auspices of the hardware section of the Retail Merchants Association of Montreal, but really due to the personal efforts of A. A. Bittues, managing director of the Gillette Safety Razor Co. of Canada; C. F. Smallpiece, Montreal manager of the Taylor-Forbes Co., and J. A. Beaudry, secretary of the Retail Merchants Association for Quebec Province, and publisher of "Le Prix Courant." These gentlemen did not spare themselves in their efforts to make the exhibition a success and, despite a broken leg, Mr. Bittues hobbled around on crutches with his foot in a plaster cast and personally directed the management of the show, as well as looking after the moving of the machinery and office equipment into the magnificent new Gillette building on St. Alexander Street.

Messrs. Smallpiece and Beaudry attended the Guelph convention and made arrangements to move many of

Opening Ceremonies.

Fred C. Lariviere, as president of the Hardware Section of the Retail Merchants' Association, Montreal, conducted the opening ceremonies. At 4 o'clock on February 27 he delivered a short address from one of the booths, thanking the exhibitors for the excellence of their displays and urging retailers to study the lines shown with a view to purchasing new lines and increasing their sales. Mr. Lariviere paid a tribute to Mr. Beaudry, who had done so much to make the exhibition a success, and expressed the hope that the exhibit would be made an annual event. J. O. Gareau, president of the Montreal Retail Merchants' Association, J. U. Boivin, president of the Quebec Association, also spoke in French along similar lines.

A. A. Bittues, chairman of the Advisory Committee, which had made the arrangements for the Montreal exhibition, and who was the week before honored by election to the presidency of the Canadian Hardware Manufacturers' Exhibitors, Limited, spoke briefly, saying that the exhibitors desired to assist the retailers in building up their associations and increasing their



Armouries, where the Montreal Exhibition was held.

the displays to Montreal in a special express car after it was found that the railways were blocked by snowdrifts following the big storm during the Ontario convention.

The 65th Armouries proved to be an ideal place for the exhibition, although a little out of the way from the English business district. The drill hall was beautifully decorated with flags and bunting and was splendidly lighted and heated. The booths were of a uniform size of 10 x 10 feet with a background 8 feet high above which a sign was placed. No dividing partitions or roofing in of displays was allowed and the general effect was excellent.

The Taylor-Forbes Company used three booths, while D. Maxwell & Sons, Cummer-Downswell, Limited, and the National-Acme Manufacturing Co. used double space.

sales of profitable lines of goods. If the retailers wanted another exhibition next year the exhibitors would certainly give them a bigger and better show than they had been able to get together in their first attempt.

F. M. Tobin, of the Tobin Arms Manufacturing Co., Woodstock, Ont., also spoke as a representative of the exhibitors, thanking Secretary Beaudry for his initiative work in connection with this year's exhibition and telling him that he could rely upon the support of the exhibitors at any time.

J. A. Beaudry, who was the last speaker, acknowledged the compliments tendered him, and said he had been amply repaid for his labors by the success which had resulted from them.

Large Crowds Attended.

On Wednesday, Thursday and Friday mornings the

exhibition was open to the retailers, while in the afternoons and evenings the public were admitted, as many as two thousand people crowding in on several occasions.

Intense interest was manifested by the visitors, and it is anticipated that the sales of many of the lines shown will be largely increased in the hardware stores in Montreal and throughout Quebec province as a result of the exhibit.

"We have already received a large number of orders from retailers from the smaller towns where we had

showed some good orders booked from French-Canadian hardwaremen. "Several told me they were surprised at the large line of hardware our company manufactures and said they had been buying imported goods from jobbing houses, but that in future they would give the Canadian made lines preference in their purchases," said Mr. Smallpiece.

"The storm prevented us from getting satisfactory results at Guelph, but I am well pleased with the results here and will probably exhibit again next year at both Hamilton and Montreal. We are trying to



The Crowd at the Montreal Exhibition. Note that none of the exhibits in the Armouries are roofed or walled in.

not secured any trade," said Mr. Bittues, "and we consider it a direct result of displaying our line at the exhibition."

"The exhibit will help our local agent immensely," said Mr. Cox, of the Onward Manufacturing Co., Berlin.

"I just had several members of a gun club at my booth," said F. M. Tobin, "and two or three of them are in the market for guns. They were surprised to find that we are manufacturing high grade guns in Canada and, being believers in supporting home industry, they promised to give the Tobin gun a trial this year."

C. F. Smallpiece, of the Taylor-Forbes Co., also

build up a large enough trade in Canada to warrant establishing a branch factory here and appreciate the opportunity given us to show our goods at these exhibitions. We are not competing with any Canadian industry," said W. M. Leith, of J. Wiss & Sons, Newark.

Closing Ceremonies.

At 9.30 on Friday evening, when the hall was jammed with people, Fred C. Lariviere, with an improvised megaphone, again called for order, and speaking from the balcony, asked Weston Wrigley, Secretary of the Ontario Retail Hardware and Stove Dealers' Association, and a member of the Advisory Committee, which had made the arrangements for the Montreal exhibition, to deliver the closing address.

Mr. Wrigley said it had been a great pleasure for himself and the other five officers of the Ontario Association to visit the Montreal convention and exhibition and give such assistance as was in their power in making the gathering and exhibition a success. "The Ontario Association owes much to Quebec," said Mr. Wrigley. "Your president, Mr. Lariviere, has not missed one of our conventions for five or six years, and he has been always willing to lead our question box discussions or deliver addresses on retailing methods. And your other president, Mr. Bittues, has likewise been a great help to us. The Gillette Safety Razor Company was one of the first to respond to the invitation to make displays at our Hamilton convention four years ago and no manufacturer had taken a greater interest in the Ontario exhibitions since then than Mr. Bittues, as was evidenced by his election as president of the Exhibitors' Company, even though he was absent with a broken leg. Appreciation was also expressed for the support given the Ontario exhibitions by other Montreal manufacturers, such as Brandram-Henderson, Limited, and the Martin-Senour Company, and the hope was expressed that the many Ontario manufacturers who had exhibited at Montreal would be able to report the receipt of many good-sized orders. Ontario and Quebec retailers and manufacturers should co-operate together," Mr. Wrigley concluded, "in building up strong sister associations to work together in time of need. Our interests are common and we should work together in building up our Canadian industries and in extending a welcome hand to those who are establishing branch factories here."

A flashlight photo of the exhibition hall was then taken from the balcony, and in another hour the first Montreal Hardware Exhibition had passed into history.

THE CONVENTION MEETINGS

About 200 retailers in various branches of trades attended the convention of the Quebec Retail Merchants' Association in the armories in which the hardware exhibition was held, there being a considerable number of hardware men and general merchants who handle hardware in the assemblage. The hardware section of the Retail Merchants' Association, Montreal, was also well represented, and the proceedings were characterized by many interesting discussions held in the French tongue.

The opening session was held on Wednesday, addresses of welcome being delivered by Lieut.-Col. Labelle of the 65th Regiment, Armand Chaput, President of the Chambre de Commerce, and W. N. Reford of the Board of Trade, Provincial President Boivin and Fred C. Lariviere, President of the hardware section of the Montreal Merchants' Association, also spoke briefly.

F. M. Tobin, of the Tobin Arms Company, spoke on behalf of the exhibitors, stating that words of welcome were unnecessary as the feeling was evident on every side.

E. M. Trowern, Dominion Secretary of the Retail Merchants' Association, was then called upon, he giving quite a description of the work of organization which retailers in the United States had been conducting and their effort to unite the various branches of trade in order to present a united front against the

trading stamp and mail order influences which were doing injury to the retail trade.

M. S. Madole, President of the Ontario Retail Hardware and Stove Dealers' Association, speaking on behalf of Past President Chown, Vice-Presidents Occomore and Macpherson, Treasurer Caslor and Secretary Wrigley, the six members of the Ontario Executive, who had been delegated to attend the Montreal convention and exhibition, followed with a review of the various matters of legislation which Canadian merchants had to struggle against. He pointed out the necessity of retailers organizing into associations in order that they can guard their interests against the encroachments of interests organized to do injury to



J. A. BEAUDRY
Secretary of the Retail Merchants
Association in Quebec Province



C. F. SMALLPIECE
An active member of the
Montreal Exhibition Committee

the retail trade. Mr. Madole also referred to the good work which had been done at the Guelph convention and of the plan of co-operation which manufacturers and retailers had entered into to build up the Ontario Association by having the manufacturers look after the arrangements for the exhibition while the retailers gave their entire attention to the convention meetings.

J. G. Watson, former Dominion President of the Retail Merchants' Association, and H. F. Meldrum, Montreal Secretary of the Canadian Manufacturers' Association, also spoke at the opening session, the latter drawing attention to the advantages retailers would enjoy by assisting in building up Canadian industries and thus creating a larger market for their goods. Mr. Meldrum contended that while it was necessary to import many lines of goods, still, large quantities of goods which could very easily be produced in Canada, were brought in from other countries and that if these were manufactured here, it would mean the employment of about 65,000 additional workmen earning thirty-three million dollars in wages each year.

The balance of the convention proceedings were conducted in French, the second session being held on Thursday afternoon, when officers for the various sections, dry goods, druggists, boots and shoes, etc., were elected.

Officers elected for the Hardware Section were as follows:

- President, Fred C. Lariviere, Montreal.
- First Vice, David Deschamps, Montreal.
- Second Vice, Omer Desserres, Montreal.
- Secretary, A. Raymond, Montreal.
- Treasurer, A. I. Vallerand, Montreal.
- Auditor, J. A. Rochette, Montreal.

BANQUET ON THURSDAY NIGHT

A very enjoyable banquet was tendered to the delegates and guests of the convention, being held at the Place Viger on Thursday evening, J. A. Beaudry, publisher of *Le Prix Courant*, being the host. An exceedingly fine menu was provided and due justice was



A. A. BITTUES, Montreal,
President of the New Canadian Hardware
Manufacturers Exhibitors, Limited.

given to the eatables and drinkables supplied, J. A. Naud of the Martin-Senour Co., and J. A. Hossack, of the Lufkin Rule Co. of Canada, Windsor, being impromptu toastmasters, preceding the regular order of speech-making from the head table. Life was put into the gathering by the leadership of these gentlemen and French and English guests were welded together in bonds of friendship by the hearty manner in which the prominent men in the two nationalities were each honored in turn.

Mr. Beaudry acted as official toastmaster, the place of honor at his right being occupied by A. A. Bittues, President of the Canadian Hardware Manufacturers' Exhibitors, Limited. After the King had been loyally toasted, Mr. Bittues was called upon to respond on behalf of the exhibitors, he referring to the success which had resulted from their first effort to establish a hardware exhibition in Montreal. He commended the good work being done by the Retail Associations and stated that the hearty support of the manufacturers would be extended to the retail trade whenever required by them. Mr. Bittues begged to be excused from speaking at length on account of his broken ankle which had just been set in another plaster cast.

F. M. Tobin, of the Tobin Arms Manufacturing Co., Woodstock, also responded to this toast, he relating an experience a customer had when recently calling on the hardware trade in Vancouver. The customer desired to buy a gun and visited four Vancouver stores asking to see guns worth \$150 to \$250 and stating his preference for Canadian made guns if they could be procured. "Oh, you don't want to buy a Canadian gun at that price. Buy a good foreign gun," was the answer given to the customer, each one of the four retailers trying to sell a foreign made gun in preference to the made-in-Canada article. The customer would not be put off, however, and insisted on learning more about Canadian made guns, and, on in-

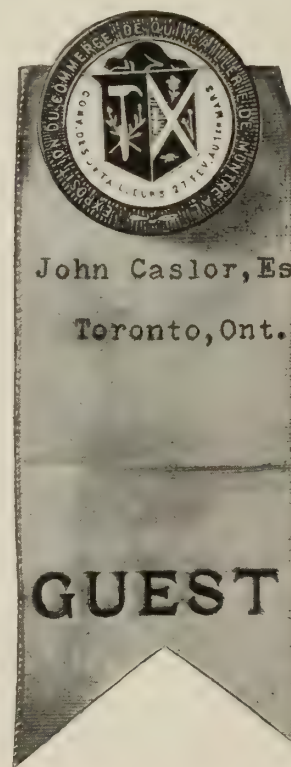
vestigation, had purchased one in spite of the retail dealers. "A good motto to follow," said Mr. Tobin, "is that any article that is well made at home has no equal in the whole world."

Representatives of the *Chambre de Commerce* and the Canadian Manufacturers' Association were also called upon to speak on behalf of the manufacturing industries, and the marvelous progress which Canada has been making in the past decade or two was referred to as a direct result of the support Canadians are giving to home manufacturers.

"Our guests" was proposed by J. C. Watson. The names of Provincial President Boivin; Montreal President J. O. Gareau; Hardware Section President Fred C. Lariviere; M. S. Madole and Weston Wrigley, President and Secretary of the Ontario Retail Hardware and Stove Dealers' Association; E. M. Trowern, Dominion Secretary Retail Merchants' Association, and I. Macdonald, Secretary of the Nova Scotia Retail Merchants' Association, were asked to respond.

The speech of the evening was that made by M. S. Madole, whose eloquence captured the assemblage, more particularly when he referred to the close relationship between the French-Canadian citizens of Quebec, and the English speaking population of Ontario. "We may differ sometimes on questions of politics, but no matter what our political opinions may be, all Canada must recognize the statesmanship and worth of that distinguished son of Quebec, Sir Wilfrid Laurier," said Mr. Madole, and the prolonged applause which greeted this tribute indicated that the Ontario President had won his way into the hearts of the French speaking delegates which comprised the majority of the gathering.

Several of the speeches delivered were in the French



Montreal Convention Badge
Supplied by the Gillette Safety Razor Co.
No name-plate is required, delegate's name being
typed on the ribbon.

language, but the majority were in English. The banquet was brought to a close about midnight by a hearty toast to the host of the evening, the central

figure of both convention and exhibition, Secretary Beaudry. No toast was more royally honored than this, it marking a tribute to the popularity of Mr. Beaudry, who has for many years been the active spirit in organizing the French speaking merchants throughout the Province of Quebec.

THE EXHIBITS.

Stanley Rule & Level Co., New Britain, Conn., displayed a large line of their bits, planes, vises, and other mechanics' tools, made in their Canadian factory at Roxton Pond, Quebec. They were represented by M. A. Coe, F. Greving and D. A. Gooszen.

Pike Manufacturing Co., Pike, N.H., displayed sharpening wheels and abrasives of all kinds including their well-known line of Pike oilstones, their booth being in charge of R. A. Shaw and L. B. Ward.

J. H. Connor & Son, Ottawa, featured their ball bearing Gem and I. X. L. washing machines and wringers, having a very attractive display, one of their machines being demonstrated in practical use, being connected to a water motor. J. T. Jeffrey and J. D. Morin were in charge.

Canadian Buffalo Sled Co., Preston, Ont., featured their Fleet Wing steering sleds, also showing boys' wagons, lawn swings and snow shovels all of which will be manufactured for the coming season's trade in their new plant at Preston. M. E. Seaman had charge.

G. L. Griffith & Son, Melbourne, Ont., showed Hercules halters, whips and hame straps, and answered many inquiries from retailers who were interested in their line of goods. H. L. Griffith was in personal charge.

Edward Lloyd, Limited, Montreal, conducted a demonstration of paper bag cookery, A. L. Dawe having charge of the demonstration.

Cummer Dowswell, Limited, Hamilton, displayed a very large line of washing machines, both hand and power, a background being made up of wringers. W. L. Haldimand, Geo. B. Dowswell, Frank Baine, Fred Lennen, and Harold Cummer demonstrating the various machines to visitors.

Keyless Lock Co., Charette Mills, Quebec, demonstrated a new combination house lock. G. T. Lemyre solicited subscriptions for stock in a company to manufacture the lock.

Ontario Lantern & Lamp Co., Hamilton, exhibited a large line of electrical fixtures, Tungsten lamps, lanterns and oil table lamps. J. W. and B. W. Moncur were in charge.

Starr Manufacturing Co., Dartmouth, N.S., had an attractive booth with a display of Starr skates, bolts, nuts, carriage axles, spikes and hockey sticks with H. L. Gaetz in charge.

Onward Manufacturing Co., Berlin, demonstrated electric and hand vacuum cleaners also showing sliding furniture shoes, in charge of J. A. Cox and G. H. Beaudry.

Carborundum Co., Niagara Falls, N.Y., made a similar display of sharpening stones, abrasive wheels, oilstones, to that shown by them at Guelph, their representatives being W. C. Schwab and K. W. Rose.

Pratt & Lambert, whose Canadian factory is located at Bridgeburg, Ont., showed a very fine line of varnishes illustrating the process of manufacture by a display of guns. A practical feature of their display was the immersion of a block of wood coated with their "61" floor varnish in a tub of water. J. W. Limoges represented the company.

Boeckh Bros., Limited, Toronto, exhibited a large

line of brushes for painters and household use, their representatives being H. E. Smith and J. A. E. Les-sard.

Savage Arms Manufacturing Co., Utica, N.Y., and the **Corbin Cabinet Lock Co.**, New Britain, Conn., made a joint display in charge of Fred C. Lariviere, who represents these two lines in Montreal. A very fine showing was made of Corbin's high grade locks, while another feature of the exhibit was the new Savage 22-calibre high power sporting rifle and Savage automatic revolvers. Arthur C. Lariviere and G. Monette were in charge of the exhibit.

Canadian Shovel & Tool Co., Hamilton, represented in Montreal by J. H. Roper, had an excellent corner display in which they featured a full line of their shovels, spikes and spades. In addition to Mr. Roper, W. E. Skelton was present to look after the exhibit.

Brantford Roofing Co., Brantford, represented by R. L. Sheppard and F. F. Burneau, made a display of their roofing products and featured a miniature house finished with Chrystal roofing.

International Distributing Co., represented by A. A. Tritsch and H. R. Hale, Jr., exhibited Rubberset shaving and painter's brushes, samples of the brushes being sawn in two to show how solidly the bristles are set into the handle. "Yankee" and "Everready" safety razors were also displayed.

Tobin Arms Manufacturing Co., Woodstock, were represented by F. M. Tobin, F. M. Tobin, Jr., and L. F. Jacques, who gave practical demonstrations of rapid rate which Tobin high speed bits would cut through a plank of wood. High grade shotguns and boy scout rifles were also exhibited in process of manufacture.

Gillette Safety Razor Co. of Montreal, represented by A. A. Bittues, J. S. Chadburn and D. P. Cotter, exhibited the process of manufacture of their razors and blades. The booth was located in the very centre of the hall and was fitted up as a resting place which made it a very popular headquarters.

J. W. Wiss & Sons, Newark, had a mechanical display apparatus which kept in motion the various lines of shears, razors, knives, etc., in their different processes of manufacture. W. M. Leith and E. W. Myers, who were in charge of the display, also had an exhibit of **Kraeuter & Company's** (Newark) wrenches, pliers and chisels.

Starke-Seybold, Limited, Montreal, had displays of several lines for which they are distributors, these including A. J. Reach Company's baseball goods, Philadelphia; The Novelty Manufacturing Company's oil heaters, Jackson, Mich.; Metal Stamping Company's refrigerators, Jackson, Mich.; Republic Fence & Gate Company's gates, North Chicago; Chas. H. Child Company's fly destroyer, Utica, N.Y., and E. C. Atkins Company's saws, Hamilton. Herb. Seybold, Leslie Allen and Henry J. Noltie, were constantly in charge while H. P. and Chas. Hubbard of E. C. Atkins & Co., and A. Webster of the Delta File Co., Philadelphia, also made this booth their headquarters.

Paterson Manufacturing Co., Montreal, made an extensive display of Amatite roofing, F. A. MacLagan and L. Bourbonniere being in charge.

Brandram-Henderson Co., Limited, Montreal, made a very extensive display of white lead and paints, the lead being shown in various stages of corrosion. A practical feature of the exhibit was the placing of a gallon of paint on scales proving that B. H. paint weighs about 22 lbs. per gallon. J. A. Irwin, F. A. Markham, A. R. Bremner and N. Paradis had charge of the booth.

Shurly-Deitrich Co., Galt, were represented by J. A.

Donnelly, and made a creditable display considering that the goods forwarded for their exhibit were lost in transit.

Taylor-Forbes Co., Guelph, made the largest and most comprehensive display of the entire exhibition, featuring the large display boards shown at the Guelph and Peterboro exhibitions along with samples of the very extensive line of hardware manufactured at their immense plant at Guelph; in addition builders' hardware, lawn mowers, washing machines and many other lines were shown. Chas. F. Smallpiece had charge of the display assisted by A. Vallalee.

Stratford Manufacturing Co., Stratford, made quite an extensive display of ladders, lawn swings, lawn seats, etc., they being represented by Jas. S. Parkes, Montreal who also had charge of the adjoining booth in which **David Maxwell & Son**, St. Mary's, exhibited a large variety of washing machines, both electric, water and hand power, churns, lawn mowers, wheel barrows and food choppers. A particular feature was made of the demonstration of electric washing machines.

Martin-Senour Co., Montreal, represented by J. A. Naud, J. Brault and G. Tasse, featured "Neutone" flat paint wall finishes in their display, large panels illustrating the excellent results which could be obtained by the use of this new finish.

Gendron Manufacturing Co., Toronto, represented by J. G. Gagnier, exhibited bathroom fittings, toy wagons, collapsible go-carts and many others of the specialties manufactured by them. E. Dusseau, president of the company, had intended to attend personally, but was prevented from doing so by illness.

Smith Hardware Co., Montreal, exhibited Utica pliers and nippers, German screwdrivers and Ampere lock sets, W. O. Davis having charge.

National Acme Manufacturing Co., Montreal, represented by H. L. Schneider and M. E. Barden, had machinery in motion demonstrating the process of manufacturing their cap and set screws.

Canadian Sporting Goods Manufacturing Co., Berthier, Quebec, made a showing of toboggans, A. Hanault representing the company.

A feature of the exhibition was the display of many lines of building materials, including displays made by the **Standard Sanitary Manufacturing Co.**, Toronto, enamelware; **R. S. Muir & Co.**, Montreal, fire places and mantels; the **Window Strip Co. of Montreal**, metal window strip; the **Stinson-Reib Builders' Supply Co.**, cement and bricks; and **Alex. Bremner**, Montreal, wall plaster, cement, etc.

Dunlop Tire & Rubber Co. of Toronto made an exhibit of lawn hose, rubber belting, tires, etc., while **Robert & Robert**, Montreal, displayed a Jackson motor delivery wagon.

Forbes Company, Guelph, donated a handsome loving cup to the player having the largest number of lone hands during the evening. This was won by Mr. Fred Wemp, of the Pinchin Johnston Co., Toronto, who was successful in scoring six.

The winners, with their score, the prize they selected, and by whom the prize was donated, are as follows for the first 20:—

Albert Cowley, Sherwin-Williams Co., Montreal, 70, cabinet of silver, by Oneida Community, Ltd., Oneida, N.Y.

P. J. Boothe, Queen City Oil Co., Toronto, 62, refrigerator, by the Sanderson Harold Co., Paris.

J. S. Duguid, Imperial Steel & Wire Co., Collingwood, 56, portable lamp, by Ontario Lantern & Lamp Co., Hamilton.

W. J. Bell, Beeton, 54, six gallons paint, by Imperial Varnish & Color Co., Toronto.

F. R. Wemp, Pinchin Johnston Co., Toronto, 51, wringer, by J. H. Connor & Son, Ottawa.

Ed. E. Orr, Wm. Buck Stove Co., Brantford, 51, combination shaving set, by Gillette Safety Razor Co., Montreal.

Harold A. Reid, Taylor-Forbes Co., Guelph, 48, shaving set, by Gillette Safety Razor Co., Montreal.

B. D. Blackwell, Glidden Varnish Co., Toronto, 48, humifor, by H. W. Johns Manville Co., Toronto.

John Roger, Atwood, 47, shaving set, by Gillette Safety Razor Co., Montreal.

Wm. W. Harris, Canadian Carbon Co., Toronto, 47, brushes, by Boeckh Bros. Co., Toronto.

H. C. Pattinson, Niagara Falls, 46, fruit dish, by Bond Hardware Co., Guelph.

Jas. C. Thomson, Allan Hills Edge Tool Co., Galt, 46, 50 feet steel tape, by Lufkin Rule Co. of Canada, Windsor.

Mrs. M. E. Drury, Toronto, 45, pie plate, by Standard Paint Co. of Canada, Montreal.

Jos. A. Hewitt, Taylor-Forbes Co., 45, sterling silver cake dish, by Pike Manufacturing Co., Pike, N.H.

A. R. Hocken, Taylor-Forbes Co., 45, aluminum tea pot, by Northern Aluminum Co., Toronto.

A. Marshall, Guelph, 44, porch chair, by Stratford Manufacturing Co., Stratford.

Harry Christie, S. F. Bowser & Co., Toronto, 44, pair brass candlesticks, by Canadian Brass Co., Galt.

D. Kirkpatrick, Standard Paint Co. of Canada, 44, two burner oil stove, by Queen City Oil Co., Toronto.

J. S. Collison, Harriston, 43, silver dish, by Mr. Bolger, of the Success Manufacturing Co., Montreal.

Capt. Jas. S. Taylor, Taylor-Forbes Co., 43, pie knife, by Gilson Manufacturing Co., Guelph.

H. B. Johnstone, International Varnish Co., Toronto, 42, wringer, by Dowsell Manufacturing Co., Hamilton.

CARD PARTY AT GUELPH

Thursday night was the big night of the convention, when about 400 travellers and retailers sat down to a progressive euchre party. There were several slight misunderstandings among the players at first, but after the first couple of hands had been played everything went smoothly.

Prizes to the number of 56 were given, and the player having the highest score got first choice, the next highest, second choice, and so on. The Taylor-

A NEW PAINT FIRM.

A new addition to western paint firms is Lyon-Monkhouse, Limited, 171 James street, Winnipeg. This new concern is made up of the following well-known men: G. H. Walton, G. Monkhouse, G. S. E. Lyon and H. R. Lyon. Lowe Brothers' "High Standard" paint products will be distributed by this company in the provinces of Manitoba, Saskatchewan and Alberta.

A staff of "High Standard" salesmen is now covering Northwestern Ontario, Manitoba, Saskatchewan and Alberta, in the interests of Lyon-Monkhouse, Limited, showing, in addition to Lowe Brothers' "High Standard" products, brushes, glass, burlap, etc., also sash, door, mouldings, store fronts, roofings, etc.

Here is REAL Selling Co-operation



The Power Behind the Can

Jap-a-lac Quality Jap-a-lac Advertising

New and broader plans to help you Mr. Dealer. Greater enthusiasm—more ginger—more genuine selling vim in the Jap-a-lac advertising campaign for 1912. That's the program.

The name Jap-a-lac is already a household word, and we are now using an educative campaign on the countless different uses of Jap-a-lac.

Did you ever stop to think that the constant year after year policy of our national advertising is a promissory note to your customers of the quality of Jap-a-lac?

Our Jap-a-lac Publicity will reach every home in Canada

Jap-a-lac has been advertised from the start, widely advertised. It has made its claims and made good on them.

Jap-a-lac stands by the dealer to-day — does this creative work for him — sends him buyers already convinced — good business because it is repeat business.

Ponder this over, Mr. Dealer. Isn't it worth while for you to co-operate in a campaign, the sole object of which is to make *more sales for you?*

A Better Deal on Jap-a-lac

Another thing Mr. Dealer, we are able to deal with you this year even more liberally than in the past. Our list price is lower and our dealer's profit is larger than ever before. It will pay you to sell Jap-a-lac — not only in the prestige and good business you will build—but on immediate sales.

Lower Prices to the Consumer

New Prices on Jap-a-lac

(FULL IMPERIAL MEASURE)

The
Glidden
Varnish
Company
Toronto, Ontario

List Prices	
One-half Gallon Can.	\$1.75
Quarts	.90
Pints	.50
1/2 Pints	.30
1/4 Pints	.18

List Prices	
No. 1 Gold	\$.25
No. 1 Aluminum	.15
No. 2 Gold	.45
No. 2 Aluminum	.25
Model Floor Set	2.75

Gentlemen:

Please send us full particulars regarding your new Glidden proposition to retail Hardwaremen.

Name

Address

We are now offering Jap-a-lac for the first time in a special size which retails at 10c. each.

The Glidden Varnish Company

Factories: Toronto, Canada

Cleveland, Ohio



GLIDDEN'S Green Label Varnish Proposition to the Dealer Challenges Comparison

Why should you deal with Glidden? There's just one answer, Mr. Merchant, the quality of the goods and the profit to you.

The Glidden discount is so much more generous than the discounts offered by other varnish houses that not to handle this line means loss of money to you. In our advertising to the painters we challenge any painter in the land to send us a sample of any exterior varnish equal in quality to Glidden's M. P. Durable Exterior or any interior varnish equal to Glidden's M. P. Durable Interior or any floor varnish equal to Glidden's M. P. Durable Floor.

We give this Challenge bold advertisement in the Master Painter, The Painter and Decorator, The Modern Painter, Practical Decorator, Painters' Magazine, Cement World, American Carpenter and Builder, Building Management, National Builder, Etc.

This is the sort of challenge that shows **faith** in the **quality** of our goods and the Painter knows it.

Write for our new and most generous proposition to the trade on Green Label Varnishes, Endurance Wood Stains, Endurance Colorspar and specialties.

Glidden's Waterproof Flat Finish

Is a line of Washable Waterproof Flat Oil Coating to decorate interior plaster and metal surfaces, it is made in twelve colors and white, applied with a brush same as paint, produces the most beautiful and durable finish in the world. Flows out smooth and free under the brush, is specified and used by the Largest Architects and Master Painters. We are constantly advertising to, and personally calling upon, the Architects and Master Painters, demonstrating and convincing them of the superior quality of our finishes. This cannot **help but** increase the demand for these materials which must mean dollars for you. *Fill in Coupon on page 72.*

THE GLIDDEN VARNISH COMPANY
TORONTO CANADA

Glidden ENDURANCE WOOD STAINS

These wood stains mark a distinct achievement. They are superior in every way to any other wood stains that have ever been placed on the market. They are *better* than water stains, *better* than oil stains and *better* than spirit stains. They are absolutely *new*, *unique* and *original*. We are advertising them fearlessly—far and wide—as the finest wood stains in the world. On

this page we reproduce, as closely as possible, the appearance of these stains, but no reproduction can possibly do justice to their richness and softness of tone, nor their wonderful wearing properties.

The demand for Glidden's Endurance Wood Stains grows greater every day and letters keep pouring in constantly complimenting us on their remarkable beauty and durability and on the fact that they do not raise the grain of any wood and that they do not injure the finest varnishes. But the point of special interest to you as a merchant is that our special offer on Glidden's Endurance Wood Stains makes it literally possible for you *to grow two profits where one grew before*.

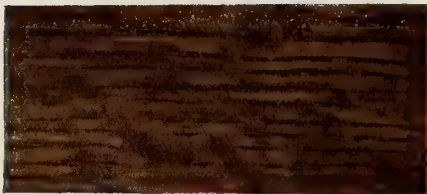
If you don't take advantage of this proposition, you are overlooking the best offer that has ever been put before you.

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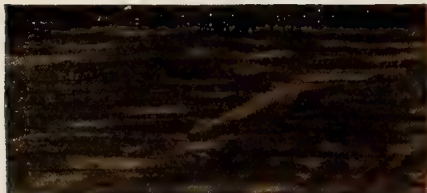
COLOR CARD



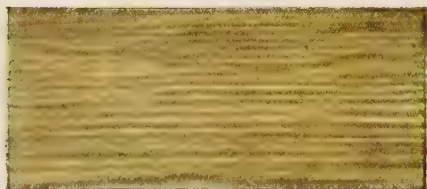
LIGHT GOLDEN OAK



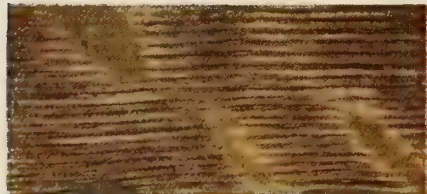
DARK GOLDEN OAK



WEATHERED OAK



KRESS GREEN

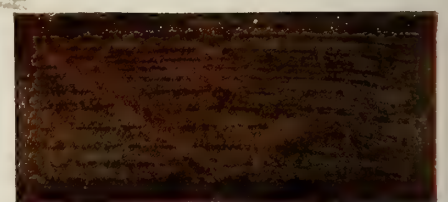


FUMED OAK

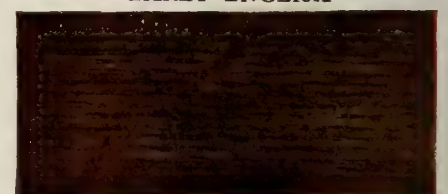


MISSION OAK

COLOR CARD



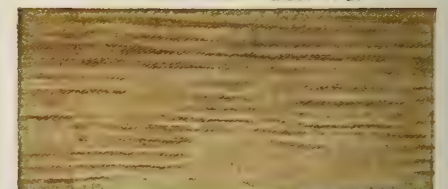
EARLY ENGLISH



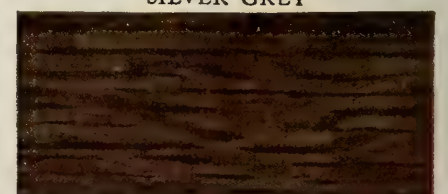
CATHEDRAL OAK



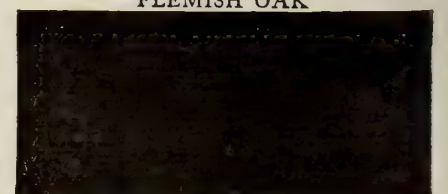
WEATHERED BROWN



SILVER GREY



FLEMISH OAK



BLACK FLEMISH OAK

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Name

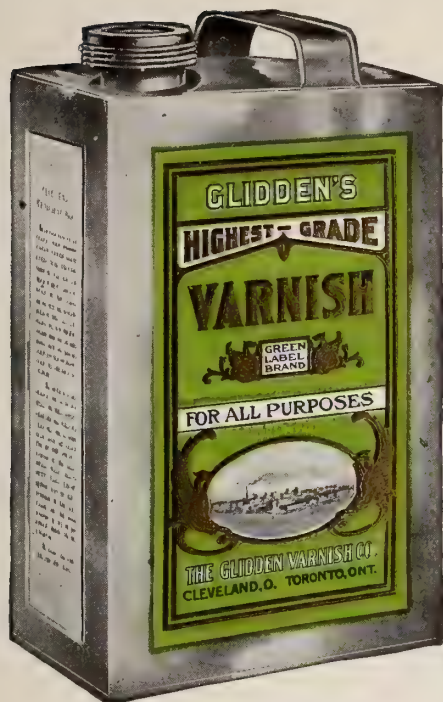
Address

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The Glidden Varnish Company

Factories: Toronto, Canada

Cleveland, Ohio



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THE GLIDDEN VARNISH COMPANY
TORONTO CANADA

Glidden

ENDURANCE WOOD STAINS

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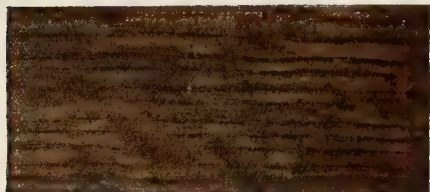
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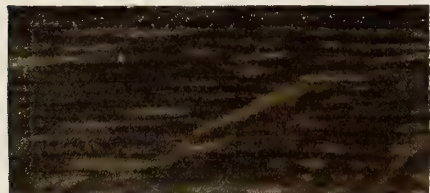
COLOR CARD



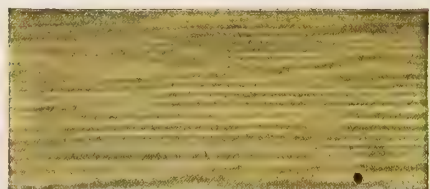
LIGHT GOLDEN OAK



DARK GOLDEN OAK



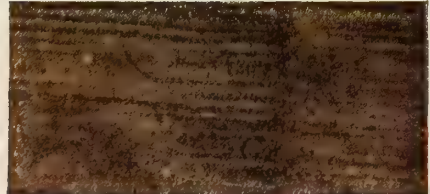
WEATHERED OAK



KRESS GREEN



FUMED OAK

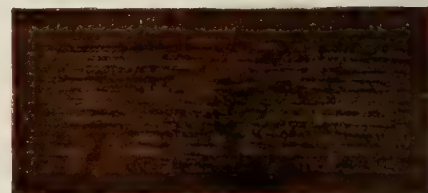


MISSION OAK

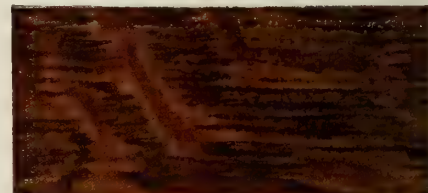
COLOR CARD



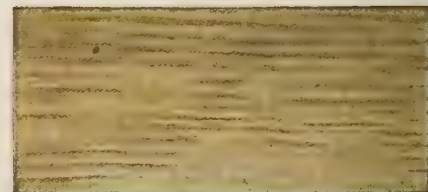
EARLY ENGLISH



CATHEDRAL OAK



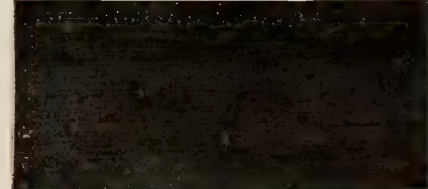
WEATHERED BROWN



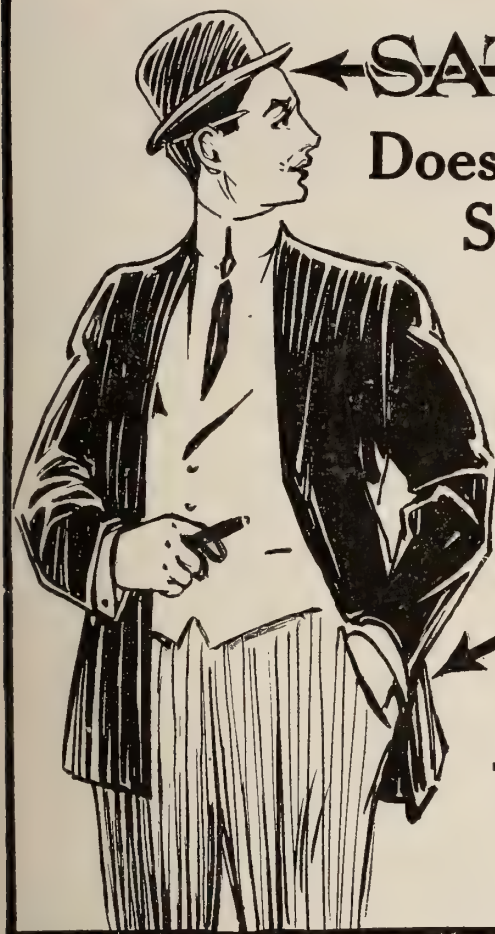
SILVER GREY



FLEMISH OAK



BLACK FLEMISH OAK



← SATISFACTION →

Does Your Paint Department Strike You This Way?

If it doesn't then you haven't
M. L. PAINT
in it.



An
**M. L. Paint
Department**

PROFITS

Will strike you just where you want to be struck :—
Under your hat with satisfaction because you are
selling paint with that quantity of qualities which
brings your customers back for more M. L. Paint. *In your pocket*
with profits because M. L. Paint brings your customers back for more,
you are assured increased business ; likewise increased profits.

Four good M. L. Lines

M. L. Paint

M. L. Flat Wall Colors

M. L. Floglaze

Elastilite Varnish

The Imperial Varnish & Color Co., Limited

108 Princess St.
WINNIPEG

6-24 Morse St.
TORONTO

365 Water St.
VANCOUVER

CLASSIFIED ADVERTISEMENTS

Advertisements under this head ten cents
per agate line each insertion. About ten
words to one line. Remit when ordering.

SALESMEN WANTED

TO CARRY AS A SIDE LINE a legitimate and good selling article—
Good commission. See advertisement page 29 this issue, THE OSCAR
ONKEN CO., Cincinnati, Ohio.

YOUNG MAN WITH SOME hardware experience (Experienced man
preferred) to act as clerk in hardware store, apply, stating experience,
age, and salary expected, to GLOVER BROS., Windthorst, Sask.

EXPERIENCED HARDWARE SALESMAN, must be good stockkeeper,
and window dresser. Would prefer one who understands French.
Apply, with references, and state salary expected, to the GEORGE
TAYLOR HARDWARE CO. LTD., New Liskeard, Ont.

BUSINESS FOR SALE

HARDWARE STOVE AND TINWARE BUSINESS—Established
twenty-two years, doing a cash business last year of forty-five thousand.
Stock will run about eight to ten thousand, good shape. This is a money-
maker to a good, live man. Good reasons for selling, splendid farming
community. If interested would like to show you this business. Splendid
store can be rented or bought. O. B. HENRY & Co., Drayton, Ont.

PROFITABLE SIDELINE FOR SALESMEN

We have an attractive proposition for traveling Salesmen
as well as for ambitious Clerks or Office men in hard-
ware stores. Big margin offered and very easy to get results

Address: "Manager"

Commercial Press, Ltd., 408 McKinnon Building, Toronto

ARTICLES FOR SALE

SET TINSMITH TOOLS, ALSO A SAFE, will sell squaring shears
separate. H. S. GRANT, Moose Creek, Ont.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire
Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured

67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does
insure. We act for the people only, assisting in the adjustment of fire losses. Wire
us when your loss occurs

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and
Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails,
Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its
work in an instant with but an instant's pain. Agricultural
Colleges and Veterinary Surgeons commend the KEY
STONE—The quickest, cleanest and easiest dehorner made.
If your Jobber cannot supply you, write me, and I will send full
particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

Business and Store Management

Hay Tools in the Hardware Store

By A. B. Lever.

In spite of the number of lines which are carried in the hardware store that it is possible to add more is from time to time obvious to every wide-awake dealer. There is one line which, while receiving some attention from retail hardware dealers, is not as generally handled as it might be. I have reference to hay tools. Included within this comprehensive line are hay carriers, tracks, forks, slings, litter carriers, feed carriers. Cow stanchions may also be taken in.

In the United States these goods are handled almost exclusively through the hardware trade, and the profits which the line carries make it desirable from the retail hardware dealers' standpoint.

In Canada the retail hardware dealers sells the barn door hangers, he also sells the nails and hinges and hasps and all other hardware used in the construction of new barn buildings. Why should he not also sell the hay carriers together with all accessories, also the cow stanchions and cow stalls?

If the hardware dealers of Canada would wake up to the possibilities in this line, they would doubtless become enthusiastic. The line is desirable from the retail hardware dealers' standpoint for two or three reasons. Primarily, of course, because the goods carry a nice profit, or should carry a nice profit. Again, if the retail hardware dealer is permitted to figure on the entire hardware bill, it places him in position to give his customer the advantage perhaps of a little better price. It at least saves his customer the trouble of buying goods from several different firms, all of which might as well be closed up with one firm.

It does not require skilled labor to put in a hay carrier outfit or a litter carrier outfit. The mechanics building the barns can do this very readily. In fact when a new barn is being built the hay carrier track should be put in before the roof goes on and this work is properly done by the carpenters who are building the barn. Hardware dealers could take on this hay tool line, save the consumer some money, and at the same time save themselves even a better profit than the implement dealer is making on like class of goods.

In the United States much has been done by manufacturers in inducing hardware dealers to push these lines and by co-operating with them in advertising to the consumers. It is possible a similar campaign may be developed in Canada. Some at least of the manufacturers in the United States go so far as to furnish drawings and blue prints as guides to the installation of the lines mentioned.

QUANTITY AND PRICE.

At the discussion on hardware manufacturers and jobbers selling to others than hardware men and giving lower prices to some hardware men than to others, one delegate told of a certain "fair" store that went to a candy manufacturer and enquired what price he could get 1,000 pounds of candy for. He was told and came back next day and enquired on 5,000 pounds. The price

was lowered. He came back again and asked for a quotation on 10,000 pounds. The price was brought down still lower, and then he asked the figure on 20,000 pounds. The manufacturer came down some more, "but," said he "if you order 150,000 pounds, I can't go any lower."

A GOOD SEASON.

During January and February J. N. McGregor, Oakville, Ont., has installed five furnace jobs. Mr. McGregor keeps a staff of four tinmiths working the year round, and last year his tinshop netted him a profit of \$1,600. In addition to handling furnace contracts, he has his workmen make up a large quantity of eave troughing and other stock required during the summer and fall seasons.

About the first of this year Mr. McGregor picked out a list of furnace prospects from whom he had failed to secure orders during the fall. He canvassed all these and made an offer that if the order was given for the work to be done during the winter, when the men were not busy, payment could be made by note at six or nine months.

By this method a customer could get a furnace this winter at the same price he would pay next fall, and at the same time get a longer period on his note. Then, too, the men would not be so busy and could spend more time on the job and the customer could have the use of the furnace in the meantime.

From Mr. McGregor's standpoint the deal was a good one also, as it enabled him to keep his \$15 a week tinmith busy.

FURNACE SALESMANSHIP.

Contrary to the belief of many hardware and heating men, the furnace season is not confined to a few months in the year—the fall and early winter season. The spring is really the best time to get out and hustle for business. Now that this season is drawing near, architects and builders are making plans for new houses and other buildings and a little missionary work spent among these men is sure to result in good business.

The heating of a house is always a serious question and one that must be given considerable thought. A man cannot decide in a few minutes on a system, for it means that if the system is not satisfactory when installed, a lot of money must be spent.

Moral—Get out after the business while plans are in preparation and give the builder plenty of chance to decide.

The warm air system has its advantages over others in that it can be installed in a new house at a lower figure than other systems, and can be put into an old house for less money and without tearing everything to pieces.

Some dealers will advance almost any argument in order to make a sale. Never advocate a small furnace where a large one is needed, even if you lose the sale. This is sure to result in the purchaser tearing out your system and putting in another sold by your opposition. Everyone knows the result of a deal like this. It pays to be honest.



Mr. Dealer: I am Martin-Senour Paint; they call me 100% Pure for short

If you don't remember the name, you will no doubt recall my face, for you have seen me many times.

I am a friend of yours. I go out among the people of your vicinity and make friends for you, I make them tell each other about your store.

When people take me out of my can and spread me on the surface, I stick. Every dealer that has me in his store says I have the backbone to make good.

I am sorry to say that there are some of my color, but not of my class, that give a bad name to the dealer who is unfortunate enough to be found in their company. Like all black sheep they are hard to get rid of, but the longer they stay around the more trouble they bring.

Of course, Mr. Dealer, I can't make friends for you unless you give me room in your store, but believe me, if you do I will be the hardest little worker for your profit and reputation that you ever had on your shelves.

If my traveler hasn't called on you, just drop a line to me, care of

THE MARTIN-SENOUR CO., Limited

PIONEERS OF PURE PAINT

Montreal

Chicago

Winnipeg

"I can always bank on my customer's paint trade after he buys his first can of B-H "ENGLISH" PAINT."

Mr. T. M. Nash, agent for B-H Paint at Wellington, Ont., in a letter written January 19th, 1912.

To have customers come back again, and again, and again,-- to build up a permanent profitable paint trade you must give paint value in the paint can.

You and your customers know there is 100% value in B-H "ENGLISH" PAINT. There is a guarantee formula on the can--you know it is free from adulterants, that it is *ALL* paint --70% pure White Lead--30% Pure White Zinc, mixed ready for use with pure Linseed Oil, pure Turpentine and Dryer.

Write for Exclusive Agency Proposition.

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

TORONTO

ST. JOHN

WINNIPEG

Canadian Trade News

BUSINESS CHANGES

Ontario.

Stratford.—D. Brickman & Co., succeeded by Brickman & Kennedy.

Wingham.—Alex. Young suffered fire loss.

Mount Albert.—M. K. Summerfeldt is advertising his business for sale.

Ottawa.—J. A. Acton, succeeded by Mulhall Hardware Company.

Toronto.—J. C. Schmidt succeeds G. H. Garrett.

Manitoba.

Carman.—Walton & Cleane sold to Hemenway.

Hartney.—Chas. Woodhull moved to Stranraer, Sask.

Rosenfeld.—J. W. Wiebe sold to A. Johnston.

Winnipeg.—D. Coulter opening store.

Hartney.—Geo. Agnew will open store.

Dunrea.—J. H. Dunlop & Co. succeeded by Robert Dunlop.

Arden.—J. A. Gilhuly sold to — Wilson.

Swan River.—A. L. Ashdown reported to have been succeeded by G. Zimmerman.

Winnipeg.—The Hingston-Smith Arms Co., Winnipeg, suffered a \$6,000 fire. Insured.

Saskatchewan.

Yorkton.—W. W. Badgley succeeded by Chas. Beck. Lemberg.—Fletcher & Lutz dissolved partnership, Lutz continuing.

Saskatoon.—Faucett Bros. succeed S. T. Kempthorn. Frobisher.—McKean Bros. succeeded by Thos. Adair.

Borden.—A. H. Wensley started in hardware and harness.

Lajord.—Emma H. Berg succeeded by H. A. Hanson. Saskatoon.—Bartholomew & Co. contemplating starting branch in North Battleford.

Roche Percee.—Art. Whiddon opening store.

Sutherland.—Fleming Bros. of Lanigan opened branch here.

Herbert.—H. N. Klassen suffered fire loss.

Alberta.

Bassano.—Pierce Bros. will open hardware store.

Calgary.—Boulton & Upton dissolved, G. E. Boulton continuing.

Halkirk.—Michael & Milne opened store.

Champion.—Baker Hardware Co. sold to Moffatt Bros. of Pilot Mound, Man.

British Columbia.

Vancouver.—Grandview Hardware Co. sold to J. A. Simpson.

Armstrong.—H. B. Morley of H. B. Morley & Co., sold his interest to Geo. Smith.

WOOD, VALLANCE & CO. AT CALGARY.

Wood, Vallance & Co. have rough plans out for the construction of a warehouse at Calgary. The building will be four or five storeys high and basement. It will be 80 by 150 feet. Business, it is expected, will be in full swing before the end of the year. Mr. E. M. Adams will be in charge.

R. C. Jameson & Co., Montreal, have opened a branch at Vancouver, B.C., with Thos. Pearson in charge.

IMPERIAL VARNISH COMPANY'S BANQUET.

A very enjoyable event took place on March 4th, when the Imperial Varnish and Color Company, Limited, entertained the members of their selling and factory staff, together with their wives and friends, at a banquet. This event has become an annual affair and was the occasion for giving a rousing farewell to Mr. Gavin Cooper, Sr., who has been with the firm since its inception and who retired from active work on the first of March.

Mr. Cooper turned the sod for the first building of the company over twenty-four years ago, and has remained with the firm ever since, rising to the position of head of the varnish melting and mixing department. In recognition of his long and faithful service Mr. J. M. Sparrow, president and general manager, on behalf of the firm, presented Mr. Cooper with a handsome silver mounted cane and a purse of gold. Mr. J. A. Weir and Mr. J. D. Robinson, on behalf of the employees, presented him with a leather upholstered chair, a complete smoking outfit and an illuminated address.

Mr. Cooper briefly, but very feelingly, expressed his gratitude and outlined some of the history in the making of the firm, expressing his heartfelt wish that its prosperity would continue.

Mr. Monypenny, vice-president, in reviewing the business history of the firm, stated that the orders for the first two months of 1912 had exceeded the total twelve months of ten years ago, and had also exceeded all other corresponding periods by over 31 per cent.

MR. BROWN'S PROMOTION.



ARTHUR D. BROWN
Appointed Sales Manager of
A. Ramsay & Sons,
Montreal.

An item of news that will be of interest to hardware men and paint dealers in all parts of the country, from the Atlantic to the Pacific, is the appointment of Mr. Arthur D. Brown to the position of sales manager of A. Ramsay & Sons, Montreal. Mr. Brown has been traveling from coast to coast for the past 22 years, 18 of which were in the interests of his present firm. Of late he has been covering the western territory.

Naturally, in his long experience on the road, he has some amusing tales to tell while travelling in the West before it was the country it is to-day. He recalls the days when he often had to cover several hundred miles in a stage-coach or buckboard. The journey from Calgary to Edmonton, a distance of 200 miles, always had to be covered in this way. Many proprietors of big hardware stores were junior clerks when he first went over the ground.

Mr. Brown will not assume his new duties until June 15th. In the meantime he will make one more trip to the Coast, and after that will just make special trips in order to keep in touch with old friends.

At the time Mr. Brown was given his new duties, Mr. W. A. Ramsay, who has been representing the firm in British Columbia at Vancouver, was made warehouse and factory manager, and will soon leave for Montreal to take up his new work.



TALKS ON PAINT SELLING

No. 7

In a little less than two months this Company received exactly 35,621 direct inquiries from property owners as a result of our national campaign of magazine advertising.

This is an average of 717 inquiries every working day during that period, and they are still running from 300 to 500 a day.

These inquiries were mostly created by the publicity given to the work of our Decorative Department and what it can do for the property owner. The demand for our "Style Portfolio of Home Decoration" has exceeded all our expectations. Every one of these inquiries is promptly answered and the portfolio is sent, together with the name and address of the nearest S-W Agent. At the same time, the names and addresses of the inquirers are sent promptly to the Agents in their respective localities for further action.

It is impossible to estimate the amount of business that has resulted to our Agents all over the country through this campaign.

We do know, however, that notwithstanding the advances in prices necessitated by market conditions, our Agency business has shown a most satisfactory increase.

What now becomes of the claims made by some, that intelligent advertising is a doubtful quantity, or that it only increases the cost of the products? The constantly increasing sale of S-W Paints, Varnishes, Stains and Enamels through our Agents is the best answer to that question.

Have you written in for our Agency Proposition yet?

THE SHERWIN-WILLIAMS Co.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.



CO-OPERATION

THAT COUNTS

MINERVA

Paints and Paint Specialties

prove a paying line for any wide-awake dealer.

We not only put quality into every can, but the direct support we give in the dealer's interest makes "Minerva" Brand the most profitable line to handle.

We actually create the demand for "Minerva" Paints by our forceful consumer advertising, effective color cards, window trims, counter cabinets, show cards and street signs.

Fall into line with hundreds of aggressive dealers and feature the "Minerva" Line.

Every can guaranteed to contain full imperial measure.

Pinchin Johnson & Co.

(Canada) Limited

377-387 Carlaw Avenue, - - - TORONTO.

Established in England in 1834.

J-50




When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Market Situation

The Hardware Markets.

Business has not started with any great volume, owing to the unseasonably cold weather.

However, March has opened up well, and now that milder weather is almost assured, better conditions are looked for. There is a fair volume of business being done in wire goods, such as fencing of all kinds, wire nails, staples, etc. There is a fair demand for general hardware, but spring goods have not started to move with any great rapidity. However, everyone is anticipating a good trade and prices remain firm on all lines.

Spring goods, such as garden tools, lawn fencing, lawn mowers, screen doors, etc., are rather dull, but before the month is gone, many large orders will have been placed. In other years shipping has commenced long before this, but the cold weather this year has certainly affected the wholesale trade.

The building trade all over the country has commenced and the demand for builders' hardware in all lines is starting to pick up. Roofing and felts are active.

Summer sporting goods have not yet started to move, although it will not be long now before the rush is on. The offerings this year are particularly good, and the season all through should be a profitable one.

With house cleaning time coming on, there has been quite a demand for brooms and brushes, vacuum cleaners, etc. Even some of the midsummer goods, such as ice cream freezers, refrigerators, etc., are being called for.

* * * *

The Metal Markets.

Business in metals during the month of February was good—much better than usual.

Orders for future delivery are coming in well also and everything points to a big trade as soon as spring opens up in earnest. It is expected that a greater volume of business will be done than ever before. The whole market is firm and the tendency in ingot metals is towards higher prices, due to increased consumption and relatively light stocks. There has been no material change in prices except that Canada plates have been reduced slightly. However, as one dealer expressed it, if there is a general revival of trade in the United States, of which there are good signs, we would see higher prices all round and record production and record consumption.

Pig iron has been quiet for some time, but now there is a tendency towards higher prices and a much firmer market is looked for. There is no particular change in the prices of imported iron, but unless the English coal strike is settled very soon, higher prices are almost a certainty. Middlesboro No. 3 is quoted at \$19.50; Summerlee No. 2, \$22, and Glengarnock at \$22.

Lead is very firm, with light stocks. The demand has been heavy and this, together with transportation delays, has caused a marked shortage in supplies. The situation is improving slowly, however, and everything should be O.K. before long.

Copper is in excellent demand; in fact one jobber stated that he has never known it to be called for so heavily. This has caused a decided firmness. There is no change in prices.

Spelter is very scarce and the market is firm. According to one dealer it is impossible to get any spot, except in a jobbing way.

Plates and sheets are in active demand and the market is improving. Delays on railroads, however, have had a tendency to keep stocks light.

The brass trade has been very good, while the galvanizing trade is reaching record proportions.

* * * *

Paints and Oils.

On account of the prolonged cold weather, business in prepared paints has not opened up as well as usual, though manufacturers and jobbers state that the orders so far to hand are good and well assorted. Most of these are for shipment around April 1st, and as this date is drawing near and as business is bound to pick up with the advent of milder weather, considerable activity may soon be expected. Dealers are very optimistic as to the outlook for the coming season and expect that it will be a record one. Colors in oil have taken a slight advance owing to increased cost of production.

Linseed oil has been going down during the past month. In January it was 96 cents, around the first of February it was 94, and towards the last of last month it was 92. To-day (March 8th) the market is firm at 92 and 95 cents for raw and boiled. According to one dealer, it is actually selling below what the value warrants. The English market has been firm and Canadian dealers are now selling at a price cheaper than they could bring it from England in carload lots. While there is very little chance of it being lower in the spring the likelihood is that it will be higher. However, it is all a guess.

Turpentine has been fluctuating within narrow compass quite a lot, but to-day the market is firm. Last week it advanced two cents, making the price 69 cents. Present prices in the primary markets are higher than they were at the end of February, but locally they have not changed much. Indications, however, point to higher prices, and retailers who order now for future delivery must take the chance of a rise.

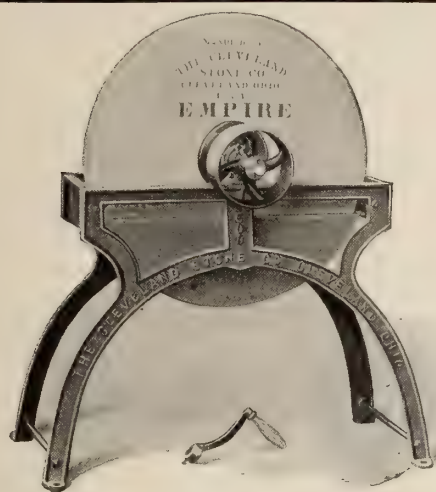
White lead is still at \$6.90 for pure, the expected advance not having taken place. Higher prices on dry lead which recently went into force are likely to affect the price of white lead in oil before long.

The glass market remains firm and stocks are scarce. One dealer said that if a retailer were to place an order for ten boxes of glass, it could not be filled. This was contradicted by another jobber, however, who, while admitting that stock was scarce, stated it was not as bad as all that. The situation, it is expected, will be relieved about the first of May, but lower prices are not looked for.

THE "ENTERPRISE" NEWS.

The latest copy of "The Enterprise News," a journal gotten out "every once in a while" by the Enterprise Foundry Company, Sackville, N.B., has reached this office. This paper is mailed to every hardware man in Canada and contains news of what this company is doing at its plant, new lines they are constantly turning out and other stove news of interest to retailers. Many good hints regarding stove salesmanship are given, and if any hardware man does not receive a copy, the firm is only too pleased to put his name on the list on receipt of a post card.

Mr. W. S. Fisher, president of the Enterprise Foundry Company, called at this office recently on his way through to the Pacific Coast.



THE EMPIRE

A Power Grindstone for the Farm

This machine is designed especially for farm use in connection with a gasoline engine. The stone is GENUINE Berea grit. The frame and trough are cast iron and will not rust out. It is fitted with our detachable fixture, steel shaft, ball-bearings, pulley and hand crank and the price is popular.

The Cleveland Stone Co.

Cleveland Chicago New York

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited

Makers

Bristol, Newport

A. C. LESLIE & Co., Limited

MONTREAL

Managers Canadian Branch

THE PEERLESS SUCTION CLEANER

The Very Best Hand and Electric Power Cleaners on the Market, Irrespective of Price

Hand Power **\$15** Electric Power **\$75**

Perfect in Efficiency
Built to Last
Small and Compact
Easy to Operate
Light in Weight
Easily Carried
Fully Guaranteed
and has a Blower
Attachment

Equipment:

One Nine-foot Section
Wire Re-inforced
Rubber Suction Hose.
Four-foot Sectional
Brass Tubing.
One Rug and Carpet
Tool.

Send for Catalogues

"OLD SOL" No. 10 BICYCLE LAMP

A newly designed lamp embodying the most recent improvements in Acetylene Lamp Construction. Carbide chamber has large capacity and a special quick action, fastener holding it to upper part of lamp. Front glass is a double convex lens $2\frac{5}{8}$ inches in diameter. Remarkable for beauty of design and penetration of light and strength of construction. Total height $6\frac{1}{4}$ inches. Carbide capacity 5 ounces. Burns 6-7 hours.

Price \$3.75

Manufactured in Canada by the Pollock Mfg. Co., Manufacturers of motor boat, motor cycle and bicycle lamps, generators and brackets. Made in the U.S. by the Hawthorne Mfg. Company, Bridgeport, Conn.

Write for Catalogues

Pollock Manufacturing Co., Limited, Berlin, Ont.

PREVAILING MARKET PRICES.

Toronto, March 8th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 7½
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 14½
Sheets, plain, 14 oz. base	0 22
Sheets, tinned, 14 oz. base	20½
Sheets, plished, 14 oz. base	0 28
Sheets, braziers.	0 23
Bars, round ½ to 2 in. .	0 21
Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—

Ordinary, 52 sheets, Toronto	2 85
All bright, 52 sheets. . .	3 85
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square . . .	5 50
24 gauge, per square . . .	4 50
26 gauge, per square . . .	3 50
28 gauge, per square . . .	3 30

Galvanized Sheets. Fleur Queen's de Lis Head

16-20 gauge	3 45	3 70
22-24 gauge	3 50	3 75
26 gauge	3 90	4 15
28 gauge	4 00	4 25
Case lots 10 cents less.		
Apollo brand Toronto		
24 gauge, American . . .	3 45	
26 gauge, American . . .	3 50	
28 gauge (26 English). .	3 95	
10½ oz., equal to 28 Eng.	4 25	

Iron Pipe, per 100 feet—

Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19
Iron Pipe Fittings—	
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.	

Soil Pipe and Fittings—

Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.	
Toronto	
Bar Iron, per 100 lb.	2 05
Forged iron.	2 20
Refrined horseshoe iron. .	2 30
Sleigh shoe and mild steel .	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto

Canadian foundry, No. 1	18 25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.	4 25
Imported pig, 100 lb.	4 35
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft.	5 00
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb., 24½ 26½

Spelter, foreign, per 100 lb.	6 75
Sheet Zinc	8 50
Tin, ingots, 100 lb.	47 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Retinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35
Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.

72x30 up to 24 gauge, case lots.	7 25	7 35
72x30 up to 26 gauge, case lots	7 85	

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	11¼
Light copper bottoms	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—

Gallon tins	1 00	1 10
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Chemicals, in casks, per lb.—

Arsenate of lead	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 5½
Litharge, flaked	0 06
Green copperas (green vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—

Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 19
Signwriters' black, pure. .	0 6½

Glue, in sheets. 0 10

1 lb. packages (Brantford) 0 25

Petroleum—

Can. Prime white, gal.	0	12
U.S. Water white	0	13 ½
U.S. Pratt's astral	0	15 ½
Castor oil, per lb., in bbls.	0	08
Motor Gasoline, single	0	09

Putty—

Bulk in casks	2 35	2 00
Bulk 100 lb. drums.	2 70	2 40
Bladders in barrels.	2 90	2 60

Ready Mixed Paints—

Per gallon, qt. tins. .	1 65	2 00
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Red Lead (Dry)—

Genuine, 560 lb. casks, per cwt.	5 00
Genuine, 100 lb. kegs, per cwt.	5 50

Shingle Stains—

In 5-gallon buckets. .	0 95
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Turpentine and Linseed Oil—

Pure Turpentine, single barrels.	0 69
Linseed Oil, single barrel, raw	0 92
Linseed Oil, single barrel, boiled	0 95

Rosin, "G" grade, bbl. lots, 100 lbs. 3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints, per gross	8 00
Pure white shellac varnish, in barrels.	1 75
Pure orange shellac varnish, in barrels.	1 70

White Lead ground in oil—

Canadian pure, less than tons.	6 90
Canadian pure. ton lots. .	6 75

White Zinc—

Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 09

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50
Toronto, 25 p.c.		

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. .	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes .. 0 05%

Chain—Proof coil, per 100 lb. ¼ in., \$6.00; 5-16 in., \$4.85; ¾ in., \$4.25; 7-16 in., \$4.00; 1½ in., \$3.75; 9-16 in., \$3.70; 1 in., \$3.65; ¾ in., \$3.60; ½ in., \$3.45; 1 in., \$3.40.

Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.

Forges—

Blacksmith's portable, 135 lbs.,	9 85
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Horse Nails—

\$2.80 per box base No. 9 and larger.	
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Horseshoes—Iron, light & medium, No. 1 and smaller, \$3.75; No. 2 and larger, \$3.50; snow pattern, No. 1 and smaller, \$4.00; No. 2 and larger, \$3.75; "N.L." new light steel, No. 1 and smaller, \$4.10; No. 2 and larger, \$3.85; "X.L." feather-weight steel, No. 0 to 4, \$5.25; special countersunk steel, No. 0 to 4, \$5.50 pkg; toe-weight, all sizes, \$6.00.

Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, \$1.50; No. 2 and larger, \$1.25; "Sharp" No. 1 and smaller, \$1.75; No. 2 and larger, \$1.50 per box. 25-lb. boxes.

Wire Nails base

Cut nails—Montreal, \$2.40; Toronto, \$2.60.	
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Miscellaneous wire nails, 75 p.c. Coopers' nails, 33 1-3 p.c. Pressed spikes, ¾ diameter, per 100 lbs., \$2.85.

Annealed Wire, base \$2.35.

Hay Bailing Wire—No. 12 and 13, \$4; No. 13½, \$4.10; No. 14, \$4.25; No. 15, \$4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.

Clothes Line Wire—No. 19, \$2.00 per 100 ft.

Coiled Spring Wire—

High Carbon, No. 9, \$2.25; No. 12, \$2.40, Montreal.	
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Fine Steel Wire—25 per cent.

Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, \$2.25, base. In car lots straight or mixed.

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.

Smooth Steel Wire—base, \$2.35.

Wire Fencing, car lots—Montreal. Galvanized, barb. 2 30 Galvanized, plain twist .. 2 60

Fence Staples—Bright, \$2.60; galvanized, \$2.85.

Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ¾, \$5; 1 inch, \$16.80.

Black, 1st grade, 6 strands, 19 wires, ¾, \$5; inch, \$15.10. Per 100 feet f.o.b. Toronto.

Wrought Staples—

Galvanized	2 85
Plain	2 60

Vises, per lb. 0 12

Hinged pipe vise, 25 lbs. 3 55

Saw vise

4 50	5 00
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Blacksmiths', 60; parallel, 45 per cent.

GENERAL HARDWARE.

Adzes — Carpenters', per doz. 12 50 14 00

Axes — Single bit, per doz. 6 00 9 00

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Ammunition—"Dominion" Rim Fire

Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol

Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military

Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass

Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.

'Crown' Black Powder, 'Sovereign' Bulk Smokeless Powder, 'Regall' Dense Smokeless Powder, 'Imperial' Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.

Ordinary drop shot, AAA to dust \$7.50 per 100 lbs., 25 per cent; net extras as follows: Chill-

ed, 40c.; buck and seal, 80c.; No. 28 ball, \$1.20, per 100 lbs.; bags less than 25 lbs., ½c. per lb. Add freight to Toronto 15 cents 100 lbs.

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40.

Jennings' Gen. auger, net list.

Barn Door Hangers—

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6 50	
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Standard jointed hangers, doz. sets

6 45	
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Steel, track, 1 x 3-16 in. (100 ft.)

3 25	
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Bolts and Nuts—

Carriage Bolts, common new \$1 list.

Carriage Bolts, ¾ and smaller, 70 p.c.

Carriage Bolts, 7-16 and up, 70 p.c.

Carriage Bolts, Norway Iron (\$3 list), 60 p.c.

Machine Bolts, ¾ and less, 60, 10 & 10 p.c.

Machine Bolts, 7-16 and up, 60 p.c.

Plough Bolts, 55, 5 & 10 p.c. Blank Bolts, 60 p.c.

Bolt Ends, 6 Op.c.

Sleigh Shoe Bolts, ¾ and less, 60 and 10 p.c.

Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.

Coach Screws, new list, 7 p.c.

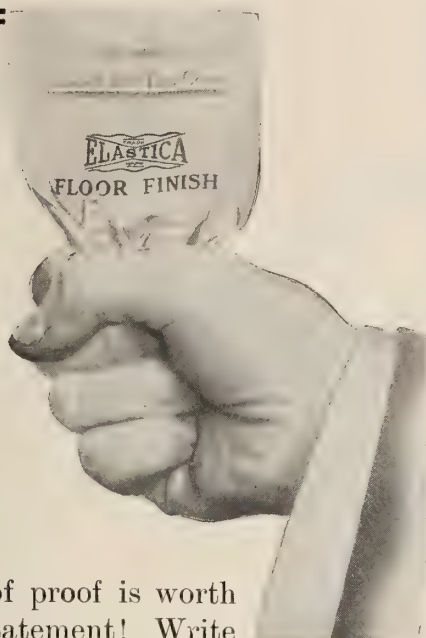
Nuts, square, all sizes, 4½c per lb. off.

Nuts, hexagon, all sizes, 4½c per lb. off.

Stove rods, per lb., 5 ½c to 6c.

Stove Bolts, 80.

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Building Paper, Etc.— Tarred slater's paper, per roll 0 70 O.K. paper, No. 1, per roll 0 75 Plain Fibre, No. 1, per 400 ft. roll 0 45 Tarred Fibre, No. 1, per 400 ft. roll 0 55 Tarred Fibre Cyclone, 25 lb., per roll 0 55 Dry Cyclone, 15 lbs. 0 45 Plain Surprise, per roll. 0 40 Resin sized Fibre, per roll 0 40 Asbestos building paper, per 100 lbs. 4 00 Heavy straw, plain & tarred, per ton 37 00 Carpet Felt, per 100 lbs. 2 50 Tarred wool roofing felt, per 100 lb. 1 80 Pitch, Boston or Sydney, per 100 lbs. 0 70 Pitch, Scotch, per 100 lbs. 0 65 Heavy Fibre, 32 & 60, per 100 lbs. 3 00 2 ply Ready Roofing, per square 0 70 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 35 Liquid Roofing Cement, brls. per gal. 0 15 Liquid Roofing Cement, tins 0 20 Crude Coal Tar, per barrel 3 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 4 50 Shingle varnish, per barrel 4 50 Caps, per lb. 0 06 Nails, per lb. 0 05 Mop, cotton, per lb. 0 15	Harvest Tools, 50 and 5 p.c.— Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 40 and 10 per cent. Lawn rakes, net. Hinges—Blind, 50 per cent. Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25. Light T and strap, 65 p.c. Screw hook and hinge, \$3.50, \$4.50. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. Hinges (Spring)—Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10. Hooks—Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c. Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c. Extension ladders, 15c. per foot up. Lanterns—No. 2 or 4 Plain Cold Blast, per doz. \$6.75. Lift Tabular and Hingle Plain, per doz., \$5.00. Japanning, 50c. per dozen extra. Prism globes, per dozen, \$1.20. Lamp wick, 50 per cent. Lawn Hose—Competition grade, 70 and 5. Locks and Keys—Canadian 50 and 19 per cent. Mallets—Tin Smith's, 2½ x 5½ in., per doz. 1 25 Carpenters', round hickory, 6 in. 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 Mattlocks—6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers, 16½ cents per lb. Drilling hammers, 6 cents per lb. Crowbars, 3¾ cents per lb. Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 40 p.c. Zinc and tin, 50 p.c. Coppered oilers, 50 p.c. Brass oilers, 50 p.c. Malleable, 75 p.c. Planes—Wood bench, Canadian, 40, American, 25 p.c. Wood, fancy, 30 to 35 per cent. 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Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 60 Sash Cord—No. 8, per lb. 0 31½ Screws—Wood, F.H., bright and steel 85 and 10 Wood, R.H., bright 80 and 10 Wood, F.H., brass 75 and 10 Wood, R.H., brass 70 and 10 Wood, F.H., bronze 70 and 10 Wood, R.H., bronze 65 and 10 Drive screws 85 and 10 Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine)— Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades— Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50 and 2½ per cent. Soldering Irons— Base, per lb., 28 cents. Sap Spouts— Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples— Foultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. Bright spear point, 75 per cent. 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Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	Traps (steel game)—Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. 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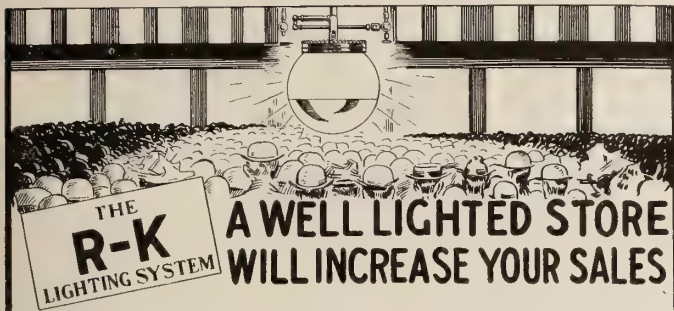
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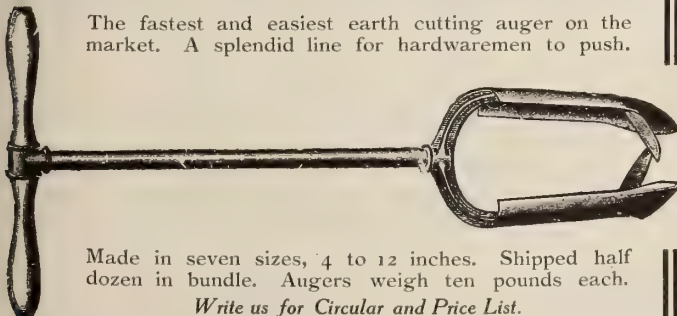
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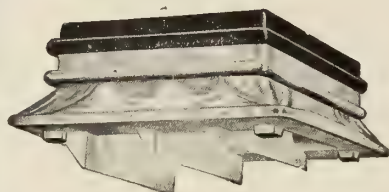
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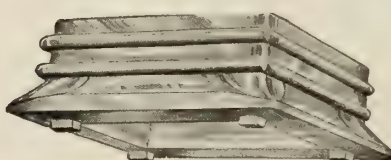
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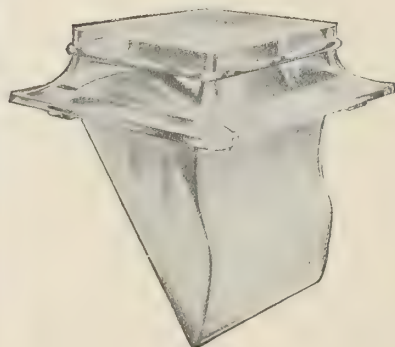
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No. 114--Single Pendant Prism

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"Canadian Manufacture"

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Montreal
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Paint and Varnish Removers

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SEE THAT EVERY CAN IS MARKED "LICENSED UNDER CANADIAN PATENT No. 78,586"

The above Canadian patent corresponds to our U. S. patent No. 714,880, which is the basic patent under which modern paint removers are manufactured. The following well-known and highly respected Canadian companies sell paint and varnish remover manufactured in Canada under our patents:

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 Martin-Senour Company, Ltd., Montreal, Canada

Name of Brand

"Taxite"

"Klensa"

"Expedite"

"Bapco"

"Scrape-off"

"Robertson's Paint and Varnish Remover"

"Devolite"

"Solvo"

"Martin-Senour Paint and Varnish Remover"

The character and standing of these companies is a guarantee to you that the paint remover sold by them is the best that can be produced

*You take no risk when you buy one of the licensed brands of removers. They are harmless and efficient.
 They contain no carbolic acid or alkali. They are neutral*

Chadeloid Chemical Company

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The World's Standard Rivet Forge. Has full size 12-inch blower, operated by crank. Will last and do good work years after other forges are worn out.

"MADE IN CANADA"

Catalogue No. 144
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No. 149



No. 150



No. 151

Buffalo Ball Bearing Post Drills. We make a complete line for Blacksmiths, Horse Shoers, Farmers, etc.



Buffalo Forge No. 650 with the Famous "200 Silent Blower." 1911 model.

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Forges, Blowers, Drills and Exhaust Heads

The eyes of every user of blacksmith tools are upon the "Buffalo" line. If you want to travel along the line of least resistance, offer your customer the "Buffalo" forges, drills, blowers, punches, shears and other blacksmith tools. Ask us for catalogue and information which will bring to you trade which may now be passing by your door.



Buffalo Exhaust Head.

Canadian Buffalo Forge Co., Limited

MONTREAL

LUFKIN

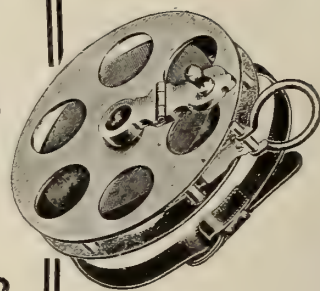
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STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
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MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
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INCORPORATED 1895

Twelve Medals of Award at
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Special Grand Prize
GOLD MEDAL
Atlanta, 1895

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SIMPSON'S FLOOR PAINT

PURE READY MIXED PAINT
Hudson's Bay Company
No. 121
DIRECTIONS

LOWE BROTHERS FLOOR PAINT
QUICK HARD DRYING
MADE BY LOWE BROTHERS, LIMITED
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FOR INTERIOR FLOORS
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A PURE DURABLE RELIABLE PREPARED PAINT FOR OUTSIDE OR INSIDE USE
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THE BEST PRESERVATIVE FOR SHINGLES ROOF
SUITED FOR NON-FADING OF GREAT STAINING POWER

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PRYJO BARN BRIDGE AND ROOF PAINT
109
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FOR WOODWORK, FLOORS OR FURNITURE
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DESIGNED FOR USE ON SOFT WOODS
GIVES PERMANENT FINISH, DRIES IN 24 HOURS
WILL DRY WELL OVER NIGHT

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A Liquid Filler for Close Grained Woods

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TORONTO - KANSAS CITY

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Our 1912 Lawn Mower Catalogue, No. 54 H, illustrates some new lines you will want to handle—the finest made for the Canadian trade. We are the only Canadian concern making an absolute specialty of lawn mowers, and our name on every machine is a guarantee of quality.

LAWN MOWERS



Our field is the World.

TAYLOR-FORBES Co.
Limited.
Guelph.

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Canadian United Mfrs. Agency, London, Eng.

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W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 4.

Published by Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 4.



MINERVA PAINT

THE KIND THAT NEVER STAYS
LONG ON YOUR SHELVES

There's Profit

and satisfaction in handling
the famous British Brand of

Established
in England
in 1834

MINERVA

Paints and Paint Specialties

**PINCHIN
JOHNSON**

AND COMPANY

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377-387 CARLAW AVENUE

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CANADA.

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Your customers in every case get full Imperial Measure, not wine or short measure. This is surely a point worth emphasizing.

*Write for details of our
proposition*

IT WILL PAY YOU



K22

It's Worth While to KNOW the GILLETTE Safety Razor

Naturally, you make more money when you sell a Five Dollar Gillette than when you hand a cheap make-shift safety over the counter.

Your customer wins, too, for his satisfaction with the Gillette is sure to be many times greater than it would be with the cheap article (usually imported).

But the average customer is inclined, at first sight, to doubt if the extra value is in the Gillette. Here is where, in your own interests, you and your clerks ought to be able to clearly and forcefully show the Gillette's superiority, point by point. *CAN YOU DO IT?*

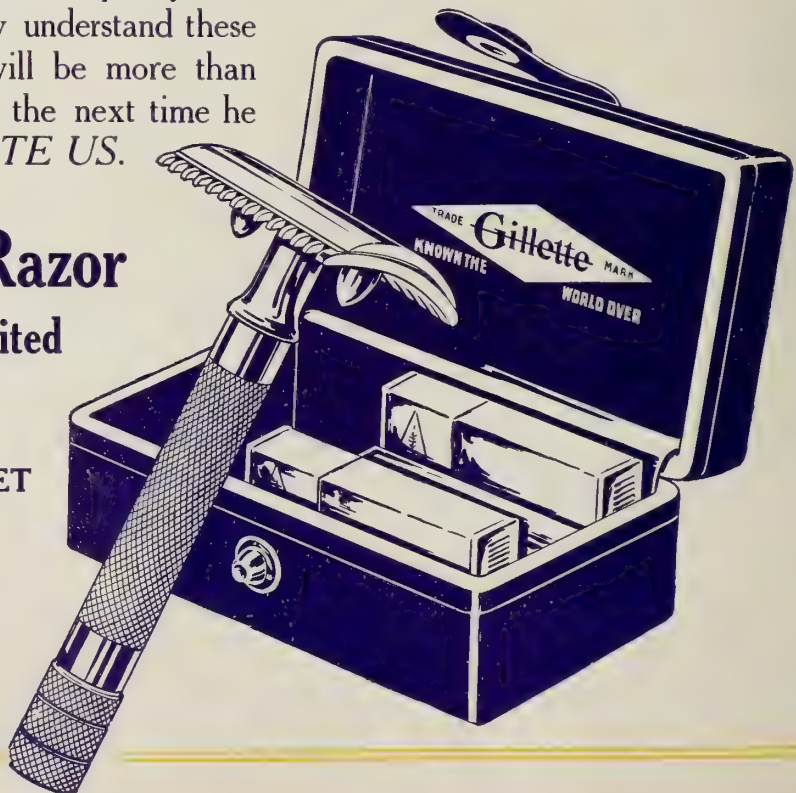
At the recent Conventions we discovered a number of retail salesmen who did not know the advantages of the Gillette's adjustable feature---of the thin blade, gripped rigid in the curved holder---of the Angle Stroke.

In the stores where these salesmen work, low priced razors, that give little profit and less satisfaction, are being *HANDED OUT*, where Gillette's might be *SOLD*. Is your store one of these?

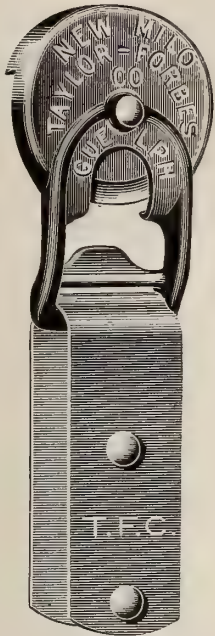
The Gillette features, clearly understood and skillfully presented, win with every customer who appreciates quality. If your clerks do not thoroughly understand these features, our representative will be more than pleased to make them clear the next time he calls. *ASK HIM* or *WRITE US*.

Gillette Safety Razor Co., of Canada, Limited

Office and Factory
The New Gillette Building
71 ST. ALEXANDER STREET
MONTREAL



THE LARGEST MANUFACTURERS OF HARDWARE IN CANADA

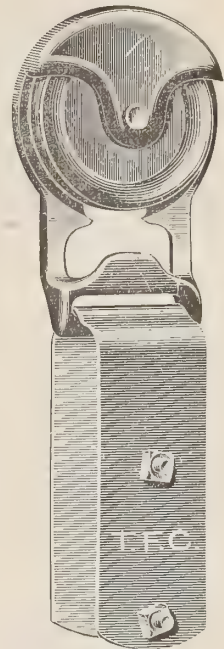


Front View

MILO BARN DOOR HANGERS

The best is none too good for your farmer customers as you cannot afford to spend time listening to complaints about the poor working of cheap door hangers.

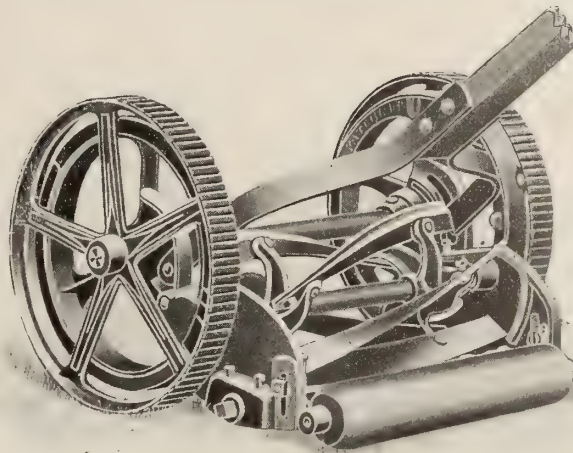
The MILO is Canadian made, backed by the TAYLOR-FORBES guarantee, and every "MILO" you sell will help to sell more goods for you. MILO BARN DOOR HANGERS are roller bearing, have malleable iron frame, and heavy steel straps, japanned black with wheels painted red. Each set is packed in a cardboard box, one dozen boxes to a case.



Back View

WOODYATT LAWN MOWERS

The WOODYATT lawn mower is easily the MOST POPULAR high-grade lawn mower ON THE CANADIAN MARKET. It is fitted with tool steel knives, oil tempered, has a four knife cylinder, with 10½ in. drive wheels. Bearings are extra long and adjustable.



There's more PROFIT for you in pushing the sale of high-grade lawn mowers than in selling cheap lines. SATISFIED CUSTOMERS mean REPEAT SALES and more business for you in the future. Push the WOODYATT this season and build your trade on a QUALITY foundation.

If your jobber does not stock the "Woodyatt" and you have not placed your order for your season's requirements, write us and we will see that you get prompt and careful shipment as well as seeing that you get the advantage of the best prices and cash discounts

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H. G. Rogers, 531-2 Dock St., St. John, N.B.
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H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

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Hinges, Butts, Staples, Latches, Gate Hooks,
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Corrugated Strap and Tee Hinges, and Light,
Medium and Heavy Strap and Tee Hinges

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Rivets

Pig Iron Steel Bands Wire Nails

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J. B. H. Rickaby, Victoria, B.C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.



Make Good Use of the Growing Time

See that your customers are supplied with Samson Farm and Garden Tools that, when the work is done, will leave the satisfied feeling that comes from the purchase and use of goods of high quality.

Samson Farm and Garden Tools

Represent the embodiment of perfection in material, workmanship and finish, and are the kind that any dealer can recommend with the utmost safety. Samson Tools are sold with a positive guarantee. Their real merits are so evident and so much in your interest, we can't be too emphatic in urging them.

Send us Your Orders Now

H. S. Howland, Sons & Company, Limited

WHOLESALE HARDWARE

WE SHIP PROMPTLY

TORONTO

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

How the Reputation of NICHOLSON-MADE FILES Helps Retailers

Great Western.
Arcade.
American.
Globe.
Eagle.
Kearney & Foot.
McClellan.
J. B. Smith.

MADE IN CANADA



Known Quality Creates Constant Demand

For over 47 years file users have known that NICHOLSON-MADE FILES are noted for keen-cutting and long life. They buy them because they are assured of honest value at a fair price.

Easy Sales—Satisfied Customers—"Repeat Sales"

Your clerk has but to show a NICHOLSON-MADE FILE to make a sale. The buyer invariably agrees it does his work *faster* and *better* than any he has ever used. "Repeat sales" naturally follow.

Your jobber can supply you. Catalog on request

NICHOLSON FILE COMPANY, PORT HOPE, ONT.

Now is the time to Push Churns

And the Churn to Push is the

LEADER

Made in 2 Styles—6 Sizes

It's a name familiar to the Butter-Makers of both hemispheres

WHY?

BECAUSE they combine every Requisite of a Rapid and Perfect Butter Maker and are a combination of Simple Construction, Massive Strength and Easy Manipulation.

BARRELS made of Seasoned Oak. Run on Steel Ball Bearings, are Easily Drained and conveniently Detachable for Cleaning.

All Steel Frames

Combination Hand and Foot Drive Fitted to Run by Power if Required

MADE BY

CUMMER-DOWSWELL, Limited
Hamilton, Canada



STYLE F.

Agents

W. L. HALDIMAND & SON

Montreal

H. F. MOULDEN & SON

Winnipeg



STYLE E.

It Pays Hardwaremen

- (i) To handle guaranteed tools.
- (ii) To satisfy customers.
- (iii) To encourage Canadian industries.

Axes

Chisels

Draw Knives

Adzes

Hammers

Picks

Crow Bars

Lumbering Tools

We Make Them

All Jobbers Sell Them

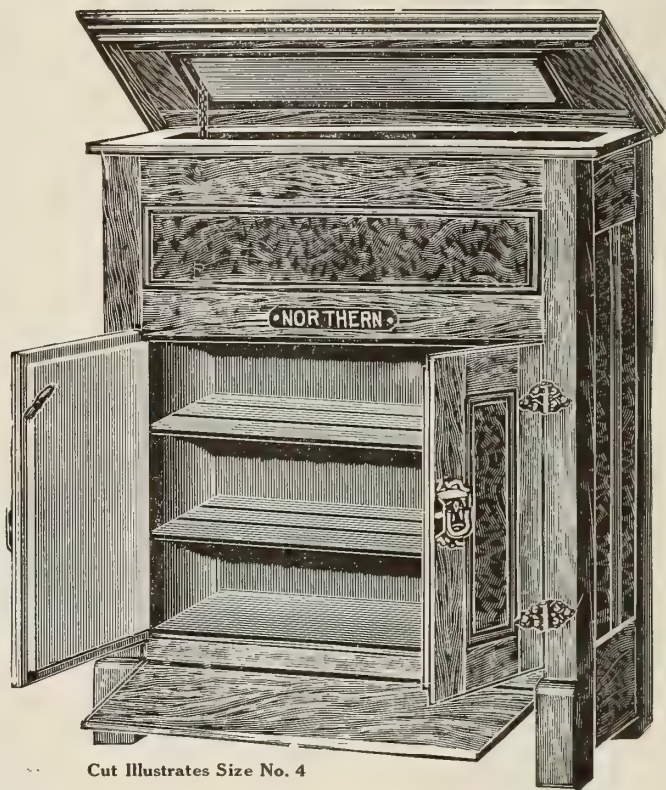
Allan Hills Edge Tool Co.

Galt, Ont.

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannatyne Ave.
Winnipeg
Western Representative

THE NORTHERN REFRIGERATOR



Cut Illustrates Size No. 4

Dry Cold Air Principle

No interior sweating—Keeps food sweet and fresh with the least possible consumption of ice.

Made from well seasoned hardwood in natural antique finish.

New style swing base—Patent drip valve—Improved galvanized iron shelves—Raised panels—Fancy brass locks and hinges—Self retaining casters, etc.—Splendid Value.

Write for prices and descriptive circular and order early to insure prompt delivery

Made in three sizes: Nos. 1 and 2 with Single Doors
No. 4 with Double Doors

The Thos. Davidson Mfg. Co.

Limited

Montreal

Toronto

Winnipeg

Corrugated Iron Prevented Spread of Terrible Fire

The thousands who watched the terrible fire in Toronto a few days ago, when thousands of dollars worth of property was destroyed, had a chance to see what corrugated iron would do to prevent the spread of flames.

In *The News* the next day it was reported that the firemen could not reach the flames on account of the iron coverings of the buildings, but as an official put it afterwards, "I tell you if it hadn't been for the iron coverings on those buildings this entire neighborhood would have been destroyed. Some of those buildings were huge furnaces and the last thing to fall was the metal sides."

And that is only one instance of the protection afforded by Corrugated Iron.

How about your buildings? Supposing some building near yours should burn and the burning pieces fall on your factory—how many chances have you of saving it?

Use corrugated iron for your covering. Let us tell you about **Acorn Quality Corrugated Iron**—the iron with the trade mark—the kind that lasts practically forever.

If you intend building, write to us to-day for our prices

The METAL SHINGLE & SIDING CO., Limited

PRESTON, Ontario

MONTREAL, Quebec

MOTOR BOAT AND AUTOMOBILE SUPPLIES



EVERY Hardware dealer should realize the growing popularity of Motor Boating, and the large trade in Accessories and Marine Engines arising from same.

The wide awake dealer should have all the necessary supplies, such as Magnetos, Spark-Plugs, Carburators, Lights, and a full line of Marine Hardware and Automobile specialties.

Our stock is the largest in Canada, and our nearest house can fill your requirements promptly.

Our Catalog, No. 24, shows one line of Motor Boat accessories.

A card to our nearest branch will bring it to you.

If you are interested in Marine Engines, let us send you a Catalog No. 23, illustrating "Fairbanks-Morse" Marine Engine.

THE CANADIAN FAIRBANKS-MORSE CO. LIMITED

*Fairbanks Standard Scales, Fairbanks-Morse Gas and Gasoline Engines
Safes and Vaults.*

MONTREAL ST. JOHN OTTAWA TORONTO WINNIPEG CALGARY
SASKATOON VANCOUVER VICTORIA

WRITE TO HACKENSACK!

I live in Hackensack, N.J., and have an office on Broadway, New York, also Dearborn Street, Chicago, also Portland, Oregon, London, Berlin, and some other places—but I want you to address me at Hackensack, because I will be sure to get your letter, direct from the Postman's hand.

Thirty years ago I was a clerk in a Hardware Store, Twenty-five years ago the "Boss" in a Hardware Store. About twenty years back, I edited and published the first issue of the **HARDWARE DEALERS' MAGAZINE**—been doing nothing else up to the present minute.

It now has more than 72,000 readers, all interested in the buying and selling of that wonderful aggregation of dependable wares sold in Hardware Stores.

If you are not a subscriber, I want an opportunity to place a specimen copy in your hands by mail. Also glad to have a business letter from you at any time.

Daniel T. Mallett,
Hackensack, N.Y.

(Canadian Hardware)

I would like to see a specimen copy of the **HARDWARE DEALERS' MAGAZINE**.

Name

Address

Business

Position

Correct Rating

Any Hardware Merchant who desires to be correctly rated in the

1912 Merchandize Rating Register of Hardware Merchants

can ascertain particulars by writing to the Rating Department of the Hardware Dealers' Magazine, P.O. Box 1053, New York City.

(Canadian Hardware)



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

Keep on the Right Side of the Builder

by supplying him with our guaranteed

LEEKNOTT ROOFING

as it will be nearly as good as new when most of the ready roofings are forgotten. It will cost you no more to stock Leeknott and it is by far the cheapest and most profitable in the long run.

Its high quality is due to the work of experts—the experts use the very best of long fibre woollen felt, which is thoroughly soaked and coated with the genuine Trinidad Lake Asphalt, specially prepared and tempered for the purpose. Leeknott has the wonderful weather and fire resisting qualities, qualities that most roofings lack. Every roll is absolutely guaranteed. Rust-proof, galvanized special roofing nails, extra quality lap cement, and illustrated printed directions packed in every roll. Anyone can successfully lay "LEEKNOTT."

We make sales easy by supporting the dealer and supplying him with circulars, etc. Our rolls are more attractive and are certain to invite enquiries.

Write for full details

Agents wanted

Canadian Supply Company

220 King Street West

Toronto, Ontario



When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Men Certainly Appreciate Maxwell Lawn Mowers

Maxwell Lawn Mowers run so easily, cut so clean, hold their edges and stand right up to the work so well that they are prime favorites with men who know good tools.

When he finds out the Maxwell's good qualities a man naturally passes the word along, so one sale makes others—to the decided advantage of the dealer who is wise enough to feature the Maxwell Lawn Mower.

It's a case of the very best materials, worked up by men who know their business, into the best Lawn Mowers on the market to-day.

Made with 8 to 10½ inch wheels, with 3 to 6 knives from 12 to 20 inches wide.

Write for Catalogue to

**David Maxwell
& Sons**

St. Mary's

Ontario





To the Hardware Trade

Do **NOT** let your Competitor make **ALL** the Sales when **YOU** can draw the greatest part of it your way by handling our guaranteed line of

SHOVELS

They are perfectly balanced, and have a finish that cannot be surpassed.

We make **WELDED SHOVELS** because experience proves, and the trade demands, goods that are stronger, and more durable than other makes.

*We Ship Promptly
No Irritating Delay*

Write for Catalogue and Prices either to Head Office, or to the following Selling Agents:

ONTARIO

N. B. Misener, 105 Cowan Avenue, Toronto

QUEBEC

Delorme Bros., 15 Debresoles Street, Montreal

MANITOBA AND SASKATCHEWAN

Tees & Persse, Limited, Winnipeg

ALBERTA

Tees & Persse of Alberta, Limited

BRITISH COLUMBIA

E. E. Crandall, 1073 Hamilton Street, Vancouver

MARITIME PROVINCES

S. N. Sancton, St. John, N.B.

The Lundy Shovel & Tool Co., Limited

PETERBOROUGH
ONT.



Just To Remind You

That there is a nice healthy profit to be had and a "repeat-order trade" if you will stock

"CLIMAX"

and

"AMPHIBIA"

(WATERPROOF)

Leather Belting

You may not think this is a hardware line but we can prove that it *is* and, what's more, is a *good* one.

Write us About a Stock

Sadler & Haworth

Tanners and Manufacturers

*For over 35 years the makers
of the best leather belts.*

MONTREAL

511 William St.

TORONTO

27 Melinda St.

ST. JOHN, N. B.

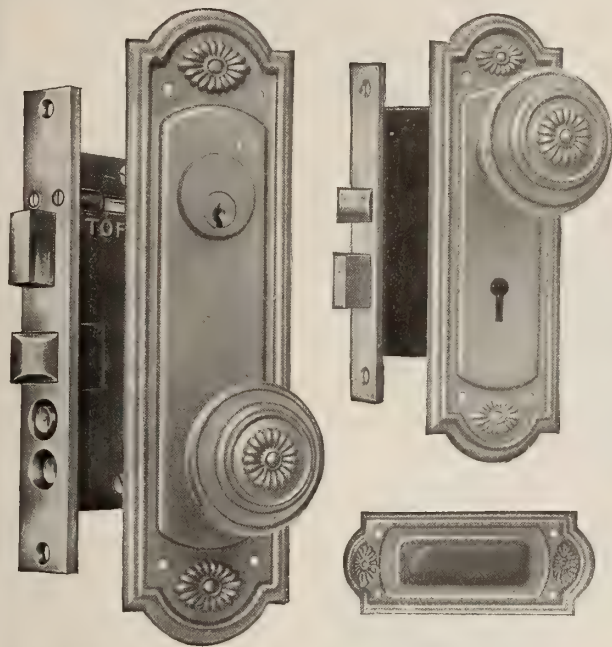
89 Prince William St.

VANCOUVER

27 Columbia Ave.

WINNIPEG

244 Princess St.



"Rome" Design

BUILDERS' HARDWARE

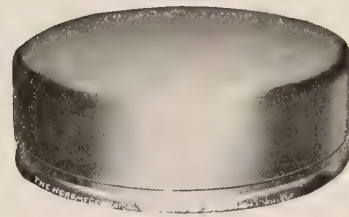
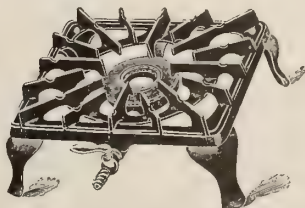
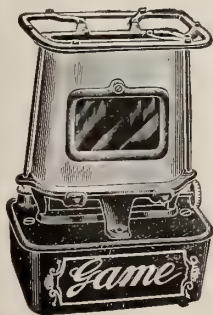
Oil and Gas Stoves

Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

*Send for complete descriptive
catalogues and price list of
over 600 items.*

**The Taylor & Boggis
Foundry Company**

Cleveland, Ohio
Sixth City



Closed.

"The Mug With The Disappearing Handle"

(Patent Pending)

Holds a brimming tumbler full.

Can be used for hot liquids.

Has a sanitary cover.

Folds up flat, like a watch.

Does not drip.

And is

Hero Quality

All through !



Open.

No. 749 Aluminum. No. 750 Brass.
Nickel Plated, Silver Plated or Gold
Plated, with or without Leather Cases.

Your Jobber has them. Reasonable price.
Order early.

The Hero Mfg. Company,
Kensington, Philadelphia, Pa.

S.M.P. DAIRY SUPPLIES



ARE POPULAR SELLERS
EVERYWHERE

Creamery Cans

with deep cover and strainer.

Supplied with Fast Key unless
ordered otherwise.

No.	-	5	-	15
Inches	-	8½	-	8½
Quarts	-	12	-	20



Milk Strainer Pails

1x Dairy

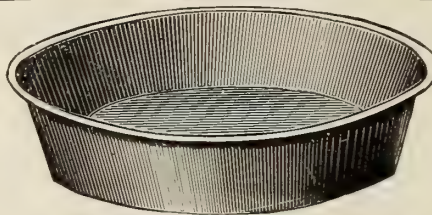
Quarts	-	-	-	16
Case Lots, dozen	-	-	-	½

Milk Pans

Plain or Retinned

Made in all standard sizes
from ¼-quart to 12-quart.

Prompt Shipment
Guaranteed



Prices on
Application

The Sheet Metal Products Company of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

MONTREAL

TORONTO

WINNIPEG

ANTIQUE RUSTLESS BRONZE WIRE CLOTH

GUARANTEED RUSTLESS
IN EVERY CLIMATE

Should be used in every better class of
building.

Every Hardware Man should stock one or
two rolls.

Ask Your Jobber for Samples and Full Particulars

The B. GREENING WIRE CO., Limited

Hamilton, Ont.

Montreal, Que.

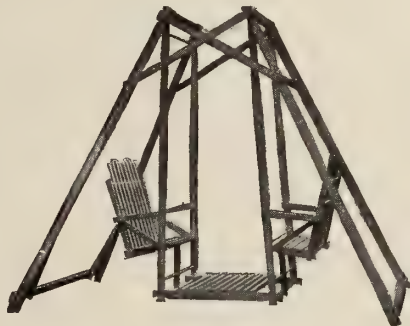




Profitable Summer Specialties

Some hardwareman in your town already has or is going to get the reputation of carrying in stock the many specialties which are placed on the market each year and are extensively advertised in the big city papers. Why let the mail order houses and express companies give customers better service than you offer?

Lawn Swings and Settees



Have You
Stocked
Up Yet?

Unless
You Have
The Goods
You Cannot
Sell Them

Extension and Step Ladders



Summer Lines to Push

"Stratford" and "Ontario" Lawn Swings
Supplied with or without awnings.

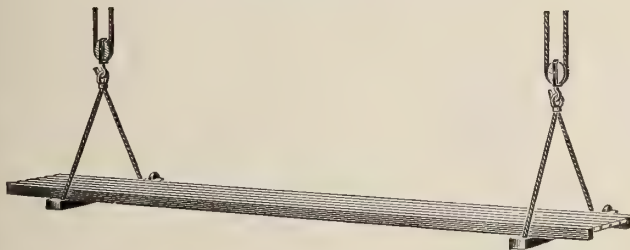
Boyer's Gliding Settees
Shipped knocked down and easily assembled.

Garden and Park Seats

Folding Tables and Chairs

Camp Stools and Chairs

Verandah Chairs and Suspended Seats



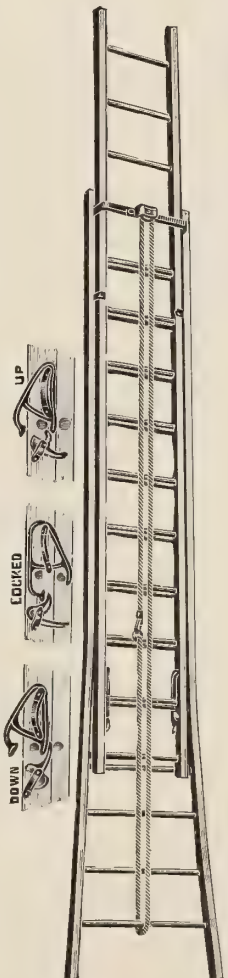
"STRATFORD" products are absolutely reliable and hardware merchants can guarantee to users that the goods will give unlimited service. We have built our reputation upon quality and our reputation is behind every article we manufacture. Write for catalogue No. 3. Quick shipments our specialty.

The "HERCULES" Step Ladder

Is a splendid line for retailers to push—one they can guarantee to give satisfaction, it being made right by experienced men. The "HERCULES" is made in lengths from 4 to 10 feet and in extra heavy stock up to 16 feet. For the housewife, electrician or mill owner it has no equal on any market.

Our Roped Extension Ladder

Is the safest and most convenient ladder for painters and contractors as it can be adjusted to any height required. Has automatic hooks that lock every round and unlock between the rounds. It is made of clear yellow pine and rock-elm rounds and can be easily converted into two ladders. It is constructed to meet the requirements of a high grade ladder and never falls short of what we claim it to be.



If you Haven't one of our 1912 Catalogues we'll send you one

STRATFORD MFG. CO., LIMITED

STRATFORD

ONTARIO

Your Customers Know

the "Tobin Simplex Gun," Our extensive publicity campaign has made them thoroughly familiar with this high-grade line. They know the gun is sold with a positive "money-back-if-not-satisfied" guarantee. We stand behind you in this guarantee.

Tobin
Simplex Guns

should be in your stock. They are easy selling guns, guns that stay sold, and each one that is sold sells another.

We are constantly receiving inquiries and orders from districts where we lack dealer representation, and, of course, supply this demand direct.

We will turn over these orders to the dealer who handles our goods. Write to-day for our proposition, it will be worth your while.

The Tobin Arms Mfg. Co., Ltd.

Woodstock, Ont.

CATALOGUE

WILL TELL YOU ALL ABOUT

**INVALID
CHAIRS**



WRITE
FOR IT

THE GENDRON MFG. CO. LIMITED
TORONTO
CANADA

Mr. Hardware Man—

When that Farmer comes to buy a Poke for the breachy horse he will want a

Pearson Poke

WHY! Because he knows that it is the strongest and lightest poke made.

Because he knows that it is the only poke that will stop him jumping, and prevent him running in the field.

Because it will allow him to lie down, and eat comfortably.

Because it is easily adjusted, does not wear off the mane, and cannot slip off.

Ask for Prices

J. H. Still Mfg. Co., Limited

St. Thomas, Ont.

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale For Them*

Manufactured solely by
The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO

MONTREAL
CALGARY

HALIFAX
VANCOUVER

WINNIPEG

See The Rivets

Every dealer—and every housewife, too—knows only too well how rivets work loose and sometimes pull out.

Take hold of the handle of a

“Wear-Ever”



aluminum utensil — test the rivets for yourself. They are large-headed and firmly grip the handle to the utensil.

Feel the thickness and strength of a **“Wear-Ever”** utensil. It is **Stamped** from **thick**, hard **sheet** aluminum. It will not dent readily.

The inside is hardened by electricity, which makes the metal darker, harder, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

Any man who has handled **“Wear-Ever”** ware will tell you that there are few “come-backs” from **“Wear-Ever”** utensils. The utensils stay sold—and, because they give enduring satisfaction, they bring more customers to the store—women who by experience know that **“Wear-Ever”** is the mark of quality.

“Wear-Ever” is the well made, well known, widely demonstrated and advertised brand.

We have booklets telling how to demonstrate and advertise cooking utensils. Write for them.

The Aluminum Cooking Utensil Co.

Dept. 27. NEW KENSINGTON, PA.

Distributing Warehouses : { New Kensington, Pa.
East St. Louis, Ill.
Portland, Ore.

Distributing Agents for Canada
NORTHERN ALUMINUM CO., LTD., TORONTO

Branch Offices: Boston, New York, Philadelphia, Pittsburgh, Baltimore, Cincinnati, Chicago
Detroit, Minneapolis, New Orleans.



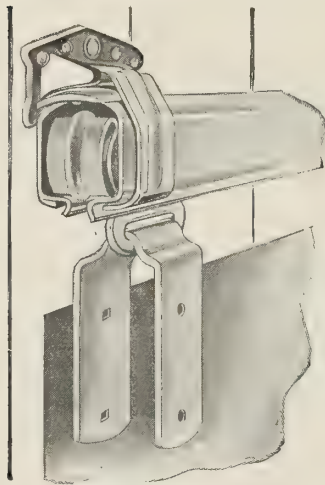
Louden Talks to Hardware Dealers

Guelph, Ontario

April, 1912

Barn-Door Hangers

EVERY Spring the demand increases for Barn and Hay Tools, Barn-Door Hangers, Hay Carriers and Forks, Cow Stalls and Stanchions, and Feed and Litter Carriers. You Hardware Dealers, being in closest touch with farmers about to build or make over barns and stables, can add many a dollar to your profits by selling Barn and Hay tools. This month we speak particularly about



The track in Louden's Bird Proof Barn Door Hanger is tubular and entirely encloses the trolleys. It is made from one sheet of steel pressed into shape, leaving only a narrow slit at the bottom for the hanger strap to slide in. Sparrows can never get into this hanger to nest, and it turns rain, snow, and sleet as perfectly as does the barn roof.

If you present to farmers these unique and decided advantages, you will have no trouble, but much satisfaction, in selling Louden's Bird-proof Barn Door Hangers.

Louden Barn Tools —a profitable line

Turn to profitable account the tendency of dairy and stock farmers to employ devices and tools which save money, time and labor. The Louden Line is widely advertised in the agricultural publications of Canada, from coast to coast. So if you talk Louden Barn and Hay Tools, Stalls and Stanchions, Feed and Litter Carriers, you are assured of interested attention. The chances are that many farmers in your own community are already using the Louden Line in whole or in part.

Louden Barn Equipments are the outcome of 45 years conscientious and intelligent endeavor to devise tools calculated to reduce waste on the farm, to economize time and labor, and to conserve soil fertility. The Louden line of Barn Tools is the most perfect, efficient and economical ever devised, and is known and used all over the world.

Write for our catalogue, "Everything for the Barn," and discover for yourself how complete and efficient (and profitable) is the Louden Line of Barn Tools. Note the two addresses below.

Louden Machinery Company

Guelph, Ontario

Western Branch:

Louden Hardware Specialty Co., Winnipeg, Man.

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Black Jack

Sold by
all
Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

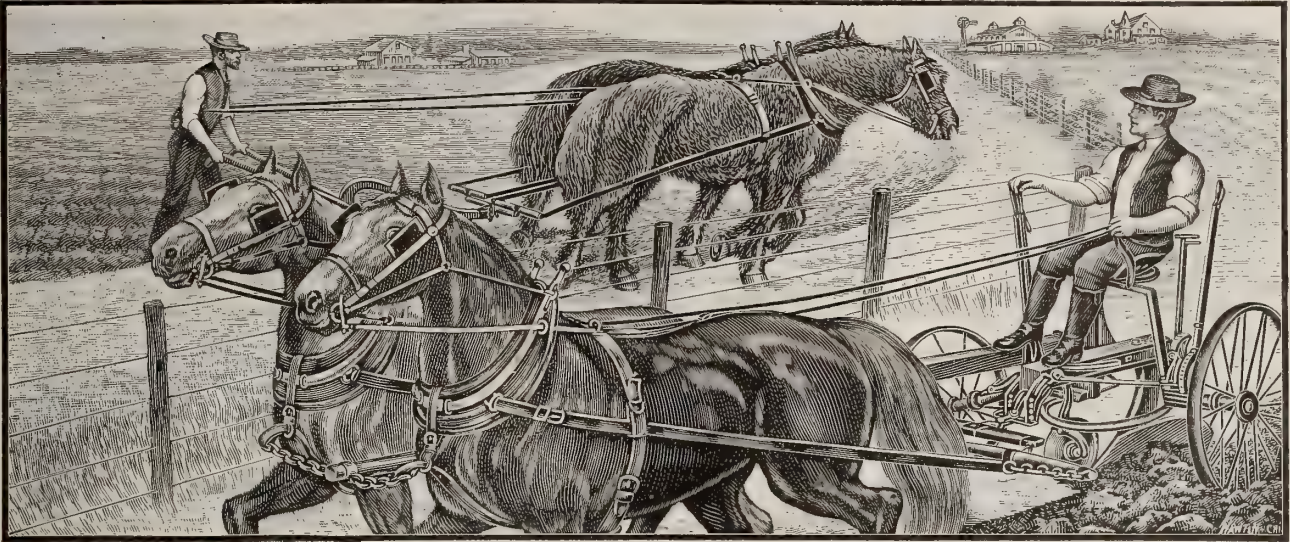
"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited

OTTAWA

ONTARIO



A CONTRAST

There is no Fraud or Deception About the

Stewart Clipping Machines

No Sham—No Pretense—No Imitation. They Are Genuine in Conception and Quality.

When you sell Stewart Clipping Machines, your customers and yourself are backed by the guarantee of the largest establishment in the world making clipping machines. We guarantee every Stewart machine to satisfy the user or we will refund his money.

No imitator of Stewart Machines has ever offered so strong a guarantee because the imitations are inferior in quality.

Business Pirates Find Little Favor with Upright Merchants

The Captain Kidds of Commerce who seek to trade upon an honest manufacturers' reputation by inferior imitations, should have no place in the modern business world.

Handle the genuine Stewart Machines to make pleased customers.

Chicago Flexible Shaft Company

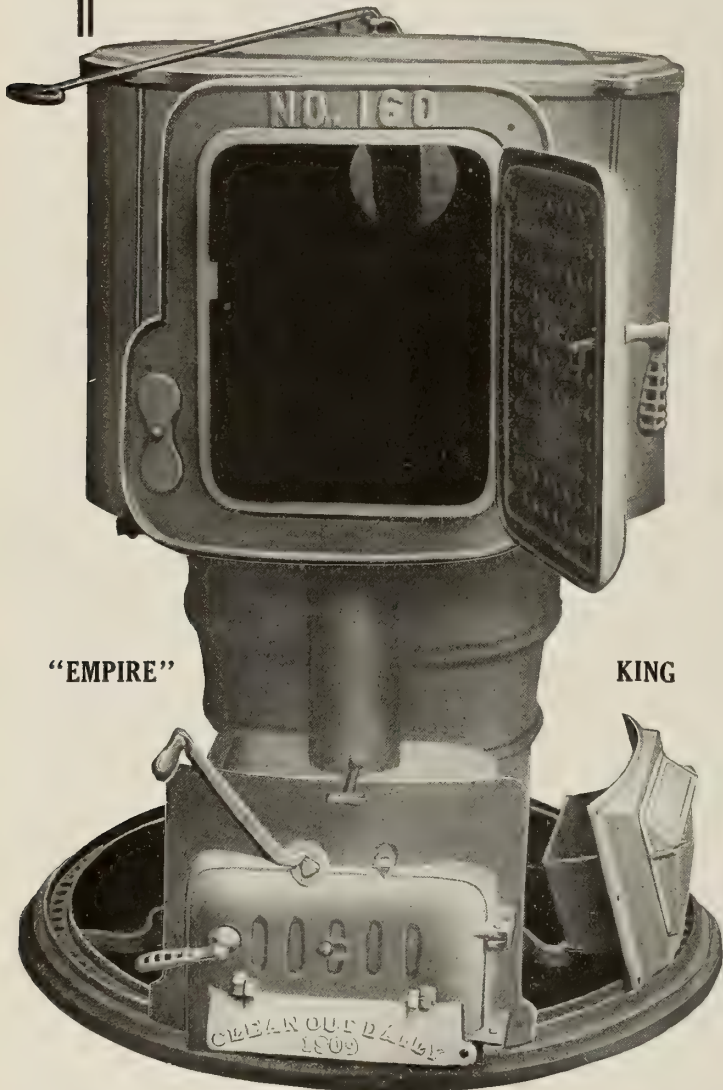
250 Ontario Street, CHICAGO



Order from your jobber and write for our big new 1912 catalogue.

The EMPIRE KING FURNACE

A Powerful Heater Built to Last



"EMPIRE"

KING

The radiator of this furnace is so constructed that all hot gases and smoke after leaving combustion chamber comes into direct contact with radiating surface and consequently all the heat is utilized before it reaches the chimney. It combines all the newest ideas, such as: - Large Double Feed Door, Sectional Fire Pot, Large Steel Radiator, Triangular Grate Bars, Large Waterpan, Cast Iron Shields to protect steel at front of radiator.

Made in various sizes

**Canadian Heating & Ventilating
Company, Limited**

OWEN SOUND, ONT.

CHRISTIE BROS., Limited
1824 Dundas St., Toronto

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg

M. C. DREW & SON, Vancouver

A Popular Furnace

Every User a Satisfied Customer



THE TROPIC

With Steel Radiator

Is our new line introduced last season, which is having a very large sale. The price is right and the furnace will prove just as satisfactory as the price.

Having passed the test of a most severe winter we have yet to receive the first complaint. What better proof of its efficiency is required.

Note some of its splendid features:—Triangular grate bars, two part fire-pot, deep radiator, a well-proportioned gas tight fire chamber, a conveniently placed water pan, etc.

*Send for Booklets and get our
Agency Proposition*

The

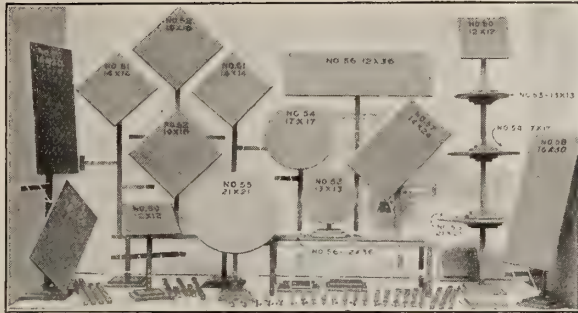
James Smart Mfg. Co.

Limited

Brockville Ont.

FOR NOW

You Can Buy a Small Set of



Copyright 1911 THE FULL SET Patented 1911
(Patented 1911 in United States and Foreign Countries)

The above illustration shows entire set of **No. 10 HARDWARE YOUNITS** comprising **150 YOUNITS** to the set. There are **18** display slabs made of well-seasoned oak lumber. All slabs are fitted with tilting metal adjustments on back for holding them in different positions. Each slab is covered with black felt. The remaining **132 YOUNITS** consist of **BASE BLOCKS, UP-RIGHTS, CROSS ARMS, and EXTENSION YOUNITS**, in assorted lengths and sizes which will enable you to make **HUNDREDS and HUNDREDS** of Window Trims and as many odd and standard fixtures.

You Never Need a Tool

A. KRAMER

Montreal, Canada

Montreal, Canada, Sept. 8th, 1911

THE OSCAR ONKEN CO.,
Cincinnati, Ohio

Gentlemen:—In reply to your request about Window Fixtures I got from you, I delayed writing as I only displayed them a few days since.

Personally speaking I have no improvement to suggest. They are all that you claim them to be, and what is more, I am the only one in our city just now to have your fixtures. I would advise all my friends in the trade to get a set. I believe the results they will bring in will more than pay the cost of the fixtures.

Yours truly,
A. KRAMER.

My Two Sets

No. 10 Set 150 YOUNITS For 2 large Hardware and Sundry windows and inside store use on Counters and Cases. The 18 Display Boards are covered with black felt each equipped with adjustable metal and tilting attachment. **\$55.00**

No. 10½ Set 75 YOUNITS For 1 large Hardware and Sundry window and inside store use on Counters and Cases. The 10 Display Boards are covered with black felt, each equipped with a metal adjustable and tilting attachment. **\$35.00**

No. 4 Set 110 YOUNITS. This set is made for the General Store Trade. This set can be used for displaying Hardware Furnishings, Clothing, Shoes, Dry Goods and Groceries. A good all around set. **\$28.00**

Freight and duty allowed to Winnipeg and to all ports of entry east of Winnipeg on the Southern Canadian Border.

**Shipments Made at Once.
Every Set Absolutely Guaranteed.**

ONKEN
INTERCHANGEABLE
WOOD WINDOW FIXTURES
YOUNITS

For the accommodation of Hardware Stove Merchants who have limited window space, I am making a small set of my **YOUNIT** Window Fixtures to meet their wants.

This small set will do the same service as the large set only of course on a smaller scale.

No matter what size windows you have, my **YOUNIT** Window Fixtures will enable you to build most beautiful Window Displays in a few minutes. Window Displays that will attract into your store additional trade.

My Window Fixtures simplify window trimming by economizing your time.

With my set of Window Fixtures, you have at your command unlimited possibilities for **HUNDREDS** and **HUNDREDS** of original and effective trade-pulling window treatments that are positively impossible with hundreds of dollars worth of metal or any other wood fixtures.

Each set is put up in a **HARDWOOD HINGED-LID STORAGE BOX**, (oiled finished.) Fixtures are made of a fine quality of weathered oak, in a soft mellow waxed finish.

A book of designs showing many original window trims covering all lines goes free with each set sold. Every set absolutely guaranteed.

THE OSCAR ONKEN CO.

Established 32 Years

775 Fourth Avenue

Cincinnati

Ohio

U. S. A.

Order Through Your **JOBBER** or **DIRECT**.

The Oscar Onken Co. 775 Fourth Avenue Cincinnati, O.
Send me your Window Fixture Booklet

Firm

City

Business

To Dealers—
Read These Figures

In London, Ontario, The Annual Reports of Board of Education for last five years show as follows:—

Average cost per class room per year:

PEASE SYSTEM \$27.75

Other Systems 54.44

In Toronto Board of Education Annual Report:

PEASE SYSTEM in Annette

Street School cost \$21.61 per room

All other Systems in

Toronto Average \$43.86 per room

See the Difference?

PEASE FOUNDRY COMPANY

Toronto Winnipeg

Western Representatives:

PEASE-WALDON COMPANY, Limited, WINNIPEG

333

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
 stove rings, facings, corner pieces.
 All widths, thickness and
 tempers.

Send for Illustrated Booklet

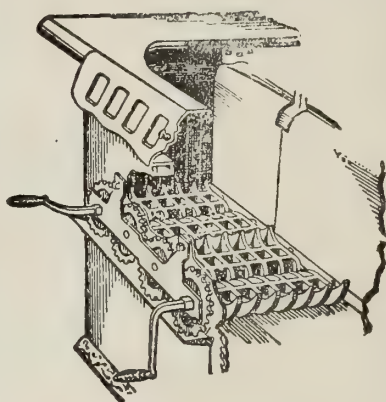
United States Steel Products Co.
MONTREAL, QUE.

**Every Range is just as
 good as the Grate!**

And that is the chief reason why
 you should stock and recommend the

"Champion" Range

with the famous "Champion"
 Grate. This grate gives better



combustion than any other, be-
 cause it is more open and more
 easily shaken. The cross-wise, non-
 warping bars prove an irresistible
 selling feature.

SEND FOR CATALOGUE TO-DAY

D. J. BARKER & CO.
PICTON, ONT.

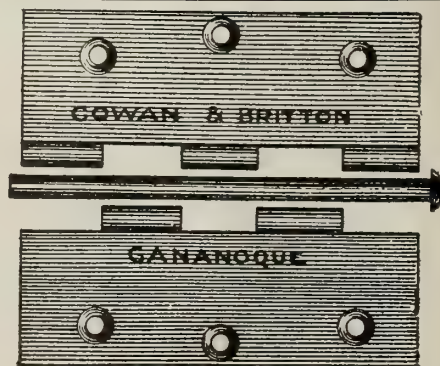
COWAN & BRITTON HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

The cost of Cowan & Britton goods is about the same as that paid for inferior
 lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - GANANOQUE, CANADA

Western Representatives { D. PHILIP, 291½ Portage Ave., Winnipeg.
 R. OGILVIE, P.O. Box 1259, Vancouver, B.C.



Look for the above brand

A Seller All the Time

McClary's

Famous E. S. Cabinet Gas Range

It's the way they're built does it



Send Your
Order to
Nearest
Branch
To-day

Offer a good line to the people and they'll pay the price willingly.
The housewife knows good value—that's why so many E. S. Cabinet ranges are being sold.
The ease with which the work can be done and the high quality of the range are powerfully held forth by the range set up on your floor.

Don't Neglect to Order the E. S. To-day

McClary's

"McClary" on Goods
is a Quality Name

London Toronto Montreal Winnipeg
Vancouver St. John Hamilton
Calgary Saskatoon

McClary's
Ship Quick

A Supply of Special Advertising Cook Books Sent With Your Order



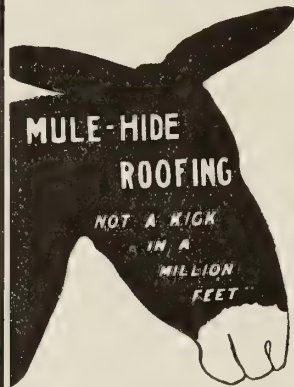
**Stung
But
Not
With**

is the way any man feels after he has used a cheap trashy roofing which he bought through a mail order house.

if his local dealer should sell him the same grade of material he would lose the man's trade.

a howl would be made to the mail order house when the consumer was stung, but—

the local dealer it would be different. He would lose his old friends and it would be hard to make new ones. The dependable kind of roofing for any dealer to sell is



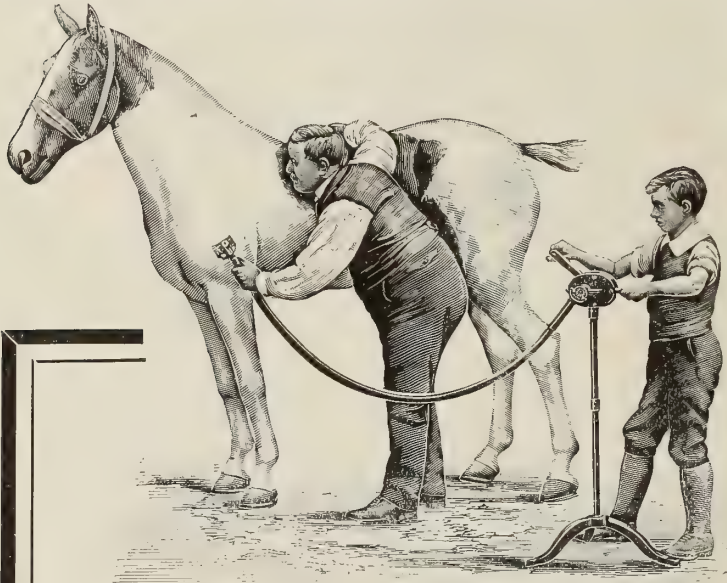
Mule-Hide Roofing

"Not a Kick in a Million Feet"

For it is made of good wool felt and high grade asphalt, and is sold at useable prices. MULE-HIDE is never bought by mail-order concerns—There's a reason. But we have a "GET ACTION" Selling Service which is helping the dealers get the trade which rightfully belongs to him. We will give you particulars if you want them.

We get business for you

The Dominion Roofing Co. of Canada
Toronto, Can. Limited



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

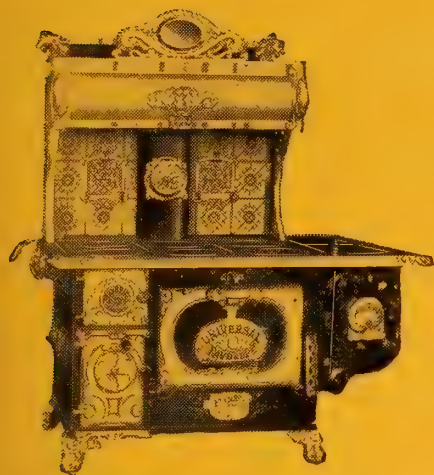
Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

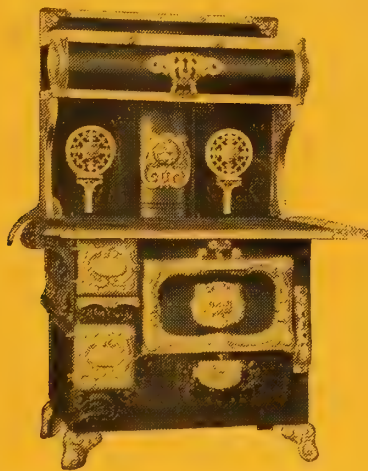
Order through your jobber or direct.

SOLE AGENTS FOR CANADA

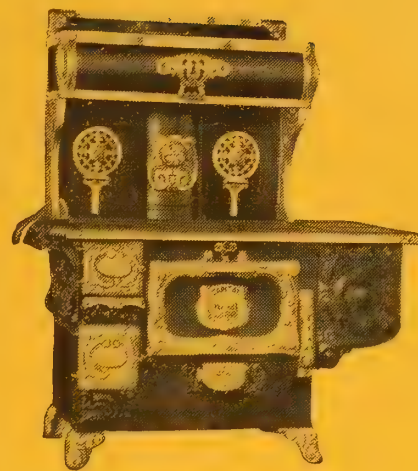
B. & S. H. THOMPSON & CO., Limited, Montreal



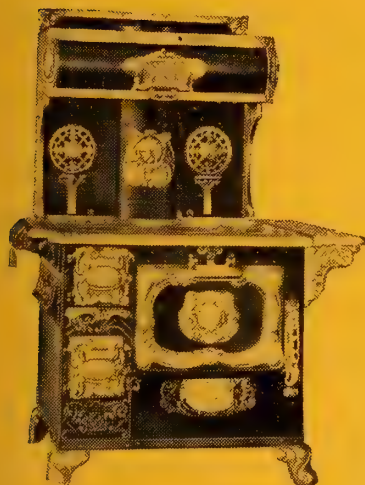
UNIVERSAL FAVORITE
18 and 20-Inch Ovens



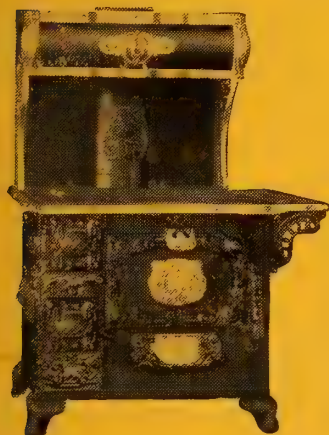
CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CROWN FAVORITE
16 and 18-Inch Ovens



COLONIST
16 and 18-Inch Ovens



GLEANER
14 and 16-Inch Ovens

A Range to Suit Every Class Both as to Quality and Price

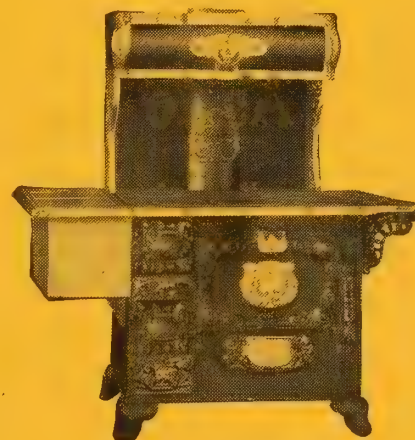
THE UNIVERSAL FAVORITE is our Leader. It has **Size, Weight, Style** and more genuine selling points than any other range on the market. It is distinctly in a class by itself and its attractiveness demands the attention of the buying public.

THE CAPITAL FAVORITE is a medium priced Range, substantially built, a great business getter, and very popular with the trade.

THE CROWN FAVORITE is a Six-Hole Range. It looks well, it works well and is the kind to have on your floor to meet competition.

THE COLONIST is a Six-Hole Range and shows up big for the money. This Range will enable you to meet the competition of Catalogue Houses and at the same time net you a fair profit.

THE GLEANER is a Four-Hole Steel Cook fitted with Flat or Duplex Grates, and the price for which it is sold is practically giving it away.



COLONIST
16 and 18-Inch Ovens

The road to success has a myriad of forks, and the man who once turns in the wrong direction must either go back or fail. Now, MR. DEALER, one of the main arteries to success in your business is a good line of **STOVES and RANGES**. If you are not satisfied with your Stove Trade, write us.

FINDLAY BROS. CO., Limited

Head Office and Works: CARLETON PLACE, ONT.
Branch House: 260 PRINCESS STREET, WINNIPEG

DISTRIBUTING AGENCIES:

H. H. Dryden
Sussex, N.B.

Stewart & Co.
Toronto, Ont.

D. V. Cope & Co.
Calgary, Alta.

Revillon Bros., Ltd.
Edmonton, Alta.

Geo. D. Horsman
Vancouver, B.C.

The Journal Has "Made Good"

- ¶ Have you noticed the tremendous development made by the Canadian Hardware, Stove & Paint Journal during the past year.
- ¶ The number of our advertisers increased 200 per cent.—from 39 in February, 1911, to 115 in February, 1912, while the number of subscribers increased about 125 per cent. during the same period.

There's a Reason

- ¶ The Quality of the coated paper, the excellent Typography and Fine Press-work, proves to advertisers that Canadian Hardware, Stove & Paint Journal not only gives them the best possible mechanical service but it also forces competing publications to give greater value to advertisers than they did when they had a monopoly of the field.
- ¶ The same high standard is set editorially, the best possible service being given to merchants and clerks to assist them in increasing the volume of their sales of profitable special lines. The addition of an average of 100 new subscribers each month proves that Canadian Hardware, Stove & Paint Journal is giving good editorial service.

As to Circulation

- ¶ Every month 2500 to 3000 of the 3200 retail hardware merchants in Canada receive copies of Canadian Hardware, Stove Paint & Journal, about 2200 being on the regular subscription list, the remainder being sample copies sent to probable subscribers.
- ¶ The paid subscription list is divided roughly as follows: Quebec and Maritime Provinces 300; Toronto and Ontario 1050; Western Canada 740; U. S. and exchanges 130.
- ¶ Any advertiser has the privilege of examining the subscription list of Canadian Hardware Stove & Paint Journal at any time, the publishers believing that advertisers are entitled to know what they are paying for, and holding to the belief that frankness pays better than misrepresentation.

Canadian Hardware, Stove & Paint Journal

408-410 McKinnon Bldg., Toronto

318 Broadway
NEW YORK

10th Floor Eastern Townships Bank Bldg.
MONTREAL

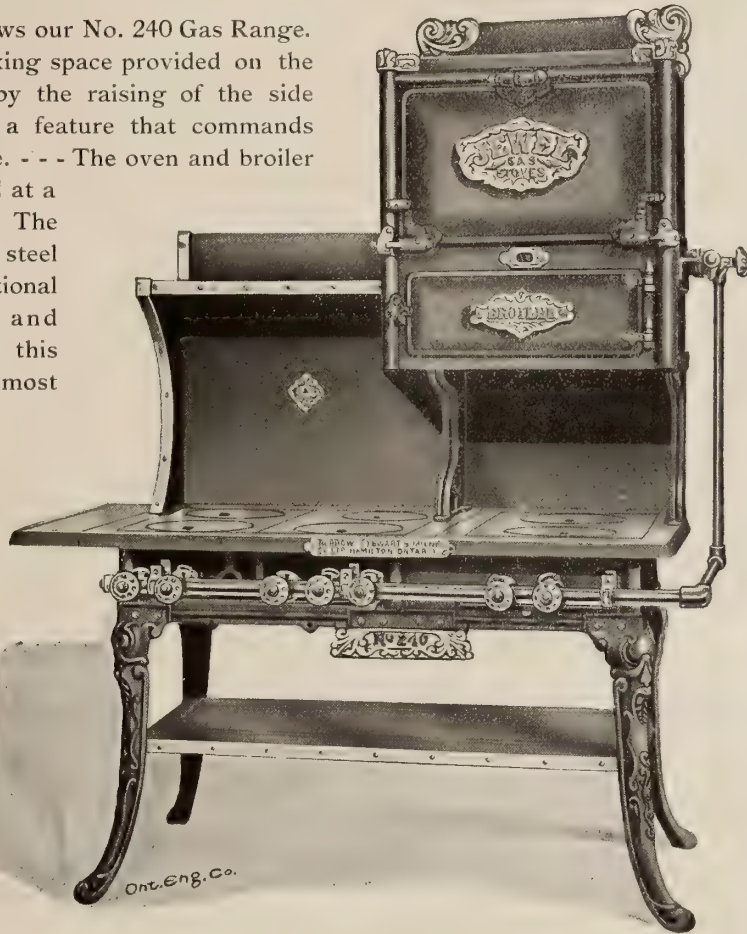
4059 Perry Street
CHICAGO

Hamilton Jewel Gas Ranges Are Good-VERY Good

The illustration shows our No. 240 Gas Range. The additional working space provided on the top of the range by the raising of the side oven and broiler is a feature that commands interest everywhere. - - - The oven and broiler are large and placed at a convenient height. The elevated shelf and steel under-shelf are additional space-providers, and combine to make this range one of our most popular styles.

Our Catalogue illustrates and describes fully this range and 124 OTHER STYLES.

Ask For
It



Style 240

HAMILTON JEWEL
Gas Ranges are crowded with real sale-producing features.

Simple in design

Easily operated

Excellent working and wearing qualities

Unsurpassed in actual results obtained

Equipped with the Graves' Patent Safety Lighter and Jewel Adjustable Needle Valves.

Economical in time, fuel and labor

The Price is
Right

Let us explain our new systematic, direct-to-consumer advertising and its relation to YOUR Sales.



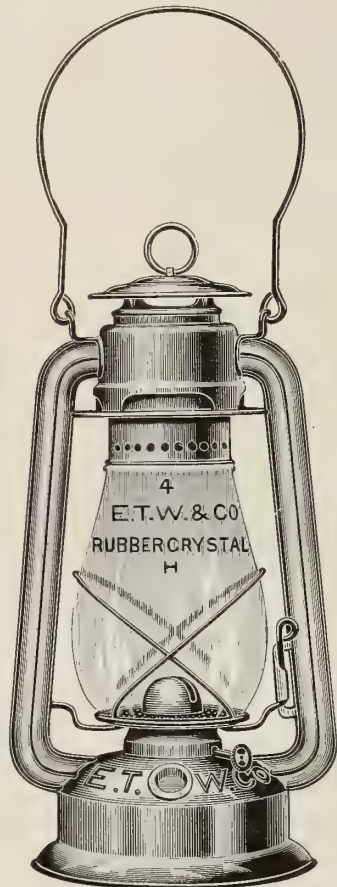
Our Catalogue of Gas Ranges, Heating Stoves and Gas Appliances, is a book YOU ought to have.

The Burrow, Stewart & Milne Co., Limited

Head Office and Works: HAMILTON, ONTARIO

Offices and Warerooms at TORONTO, MONTREAL and WINNIPEG

Western Customers please address all communications to 130 James Ave., Winnipeg



Wright's No. 4 COLD BLAST LANTERN

With Undetachable Wire Ears

No openings in the tubes to wear larger and allow the handle to drop out.
No openings in the tubes to affect the draft. The cold air flows steadily and uniformly through the tubes, unaffected by the entrance of extraneous currents.
Flame burns steadily and brilliantly—no flickering or oscillation.
Large oil well—lantern burns longer than any other sold on the continent.
Wright's No. 4 Cold Blast leads in points of appearance and quality.
Packed $\frac{1}{2}$ -dozen in a carton.

Send us order for sample lot

E. T. WRIGHT & CO.

(H. G. WRIGHT)

HAMILTON - - CANADA

Agencies at WINNIPEG, VANCOUVER and TORONTO



No. 857—Pedestal Lavatory

Better get our circulars and prices at once, as we have a large variety from which to select. Write us NOW.

The Jas. Morrison Brass Mfg. Co., Limited

93-97 Adelaide St. West, TORONTO

Better Profits and Increased Business

are invariably the result from recommending,
selling and installing

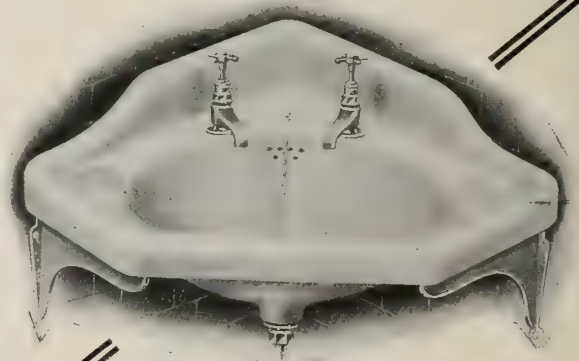
The "Victorian" Vitreous-China Lavatory

It cannot be excelled in quality, design and construction.

This lavatory is absolutely impervious to crazing or chipping, and always attains its rich, glossy appearance. This feature is certain to appeal to modern architects and is greatly appreciated by all users.

Let us send you a sample order—give the lavatory a fair trial as to its selling qualities, and if it does not satisfy—return it at our expense.

No. 805—Corner Lavatory

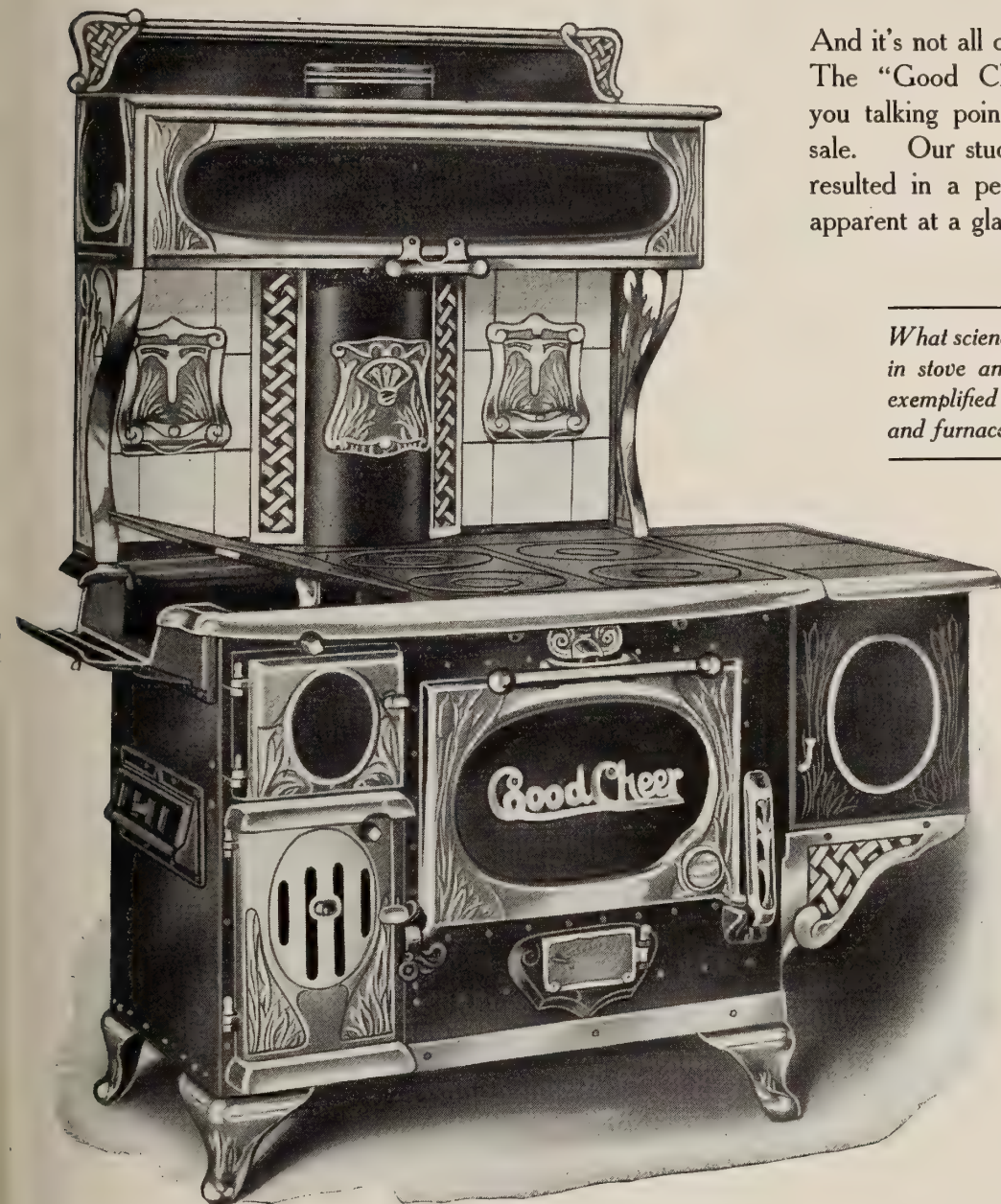


THE "GOOD CHEER"

The Steel Range De Luxe of Canada and—for that matter—of America

And it's not all on the outside by any means. The "Good Cheer" firebox alone affords you talking points sufficient to clinch every sale. Our study of firebox construction has resulted in a perfection in detail and results apparent at a glance.

What science and art can accomplish in stove and furnace construction is exemplified in "Good Cheer" stoves and furnaces.



Design Registered

The "Good Cheer" Circle Waterpan Furnace, No. 118, and the "Good Cheer" Hard Service Series Heater, No. 520, are two of the most modernly constructed warm air furnaces on any market. Write for particulars and exclusive agency in your vicinity.

The James Stewart Mfg. Company, Limited

Western Warehouse:
156 Lombard Street
WINNIPEG, MAN.

WOODSTOCK
ONT.

Wholesale Distributors:
ROSS BROS., LIMITED, Edmonton
WOOD, VALLANCE HDWRE. CO., Nelson, B.C.
McLENNAN, McFEELEY & CO., Vancouver, B.C.

IN CASE OF FIRE



The insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of the McCaskey Gravity Account Register System, the chances are you have none.

Only
One Writing

**The McCASKEY
SYSTEM**

First and Still
the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

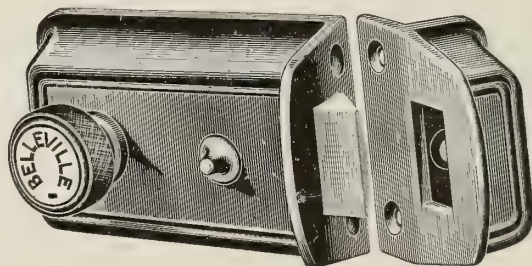
A letter or postal will bring you information without obligation on your part to purchase. Better write to-day, or tear out this advertisement, sign your name and address. We'll know you want information.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

EASYSET

Store Front Construction

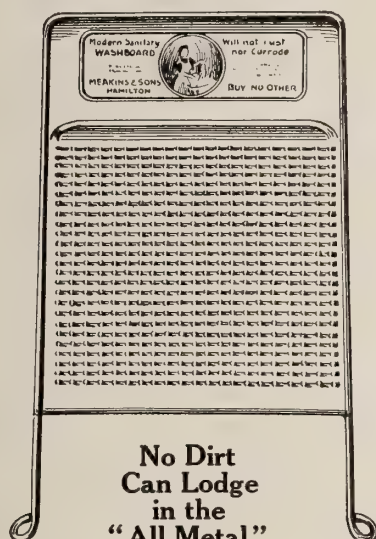
Having recently secured the agency for this up-to-date system of glass setting we are prepared to fill your wants in

**SIDEWALK PRISMS
STORE FRONT BARS
PLATE GLASS
TRANSOM GLASS**

For transoms we can supply plain or MAXIMUM PRISM in sheets or in tiles set in hard metal bar. Let us figure on your next specification.

The
Consolidated Plate Glass Co.
of Canada, Limited
Winnipeg Toronto Montreal

A NEW IDEA



MEAKINS' SANITARY WASH BOARDS

Made of Nothing But Metal Throughout

Points of Excellence—Wears longer than five wooden boards. No place for dirt to collect. No smell after washing. No nails to come out and tear clothing. No zinc to come loose and cut hands.

PACKED IN HALF DOZEN PACKAGES

BRUSHES

Assortments of Brushes in neat display boxes convenient for the Hardwareman.

Varnish Brushes that retail for

5c. 10c. 15c. 20c. 25c.

at a good profit for the storekeeper. Can be bought through any Hardware Jobber.

Assortments also of Flat Wall Brushes, retailing at 25c., 35c., and 50c. in three partitions



MEAKINS & SONS

TORONTO

HAMILTON

WINNIPEG

"CANADIAN HOWARD" Double Radiator FURNACE

Not a Cheap Furnace But a Dependable Heater

The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.



Write for a copy of our furnace catalogue

THE C. NORSWORTHY CO., LIMITED
ST. THOMAS - - ONTARIO

ANNOUNCEMENT

**HAMILTON & STOTT, ST. THOMAS, SUCCEED
THE JONES REGISTER CO., OF TORONTO**

We are pleased to announce that we are to-day favored with a visit from Mr. Bert Hamilton, of Hamilton & Stott, of St. Thomas.

While here, Mr. Hamilton, on behalf of the firm of Hamilton & Stott, completed arrangements whereby they purchased from the Jones Register Co., of Toronto, their entire stock of Jones Registers, floor registers, border and faces, wall pipes and fittings, and everything connected with the Heating business formerly owned by the Jones Register Co., of Toronto. From this date, Hamilton & Stott will be successors to the Jones Register Co., of Toronto, and all Jones Registers furnished to the trade in the Province of Ontario will be furnished by Hamilton & Stott, of St. Thomas.

The Jones Register Co., still retain the book accounts, and all collections of the Jones Register Co.'s book accounts will be made by the Jones Register Co.

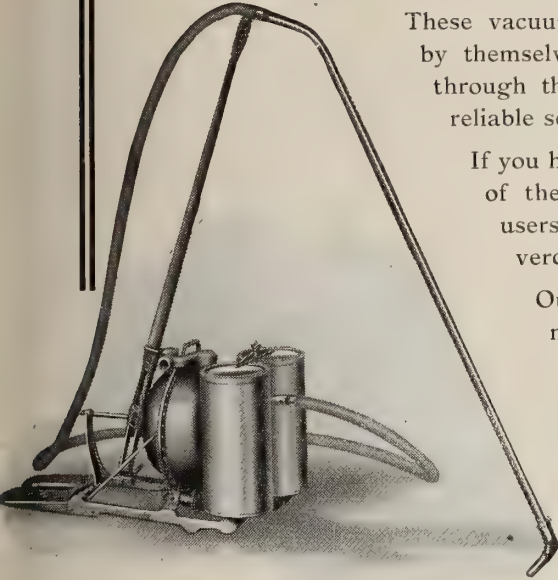
THE JONES REGISTER COMPANY

A. O. JONES, *Secretary*

Toronto, March 28, 1912

For Quick Sellers Try Our

"Onward" Automatic Hand Power and "Onward" Automatic "TRIUMPH" Electric VACUUM CLEANERS



These vacuum cleaners are strictly in a class by themselves, having won their distinction through their highly efficient and absolutely reliable service.

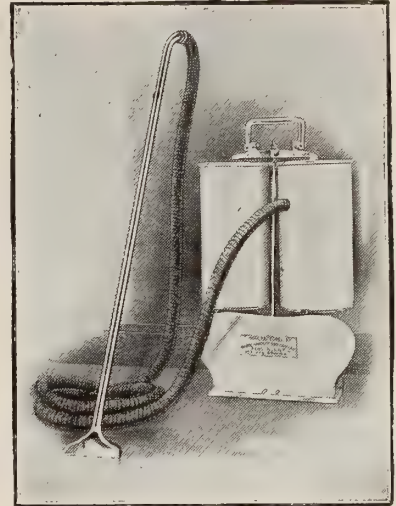
If you have any doubts as to the quality of these machines, write us for list of users, then write them and get their verdict.

Our proposition is far beyond the ordinary—it will pay you to communicate with us at once. Get our Circulars, Prices and Trade Discounts.

Onward Manufacturing Co.

BERLIN CANADA

Largest Builders of Hand and Electric Power Vacuum Cleaners in Canada.



CANADIAN FERROSTEEL COMPANY

Bridgeburg, Ontario

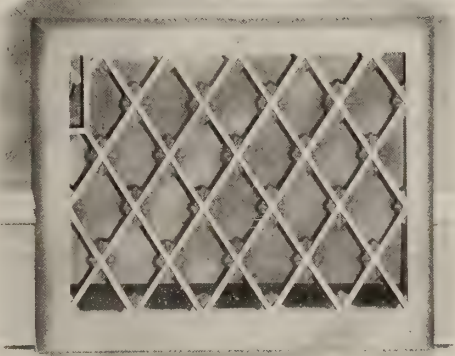
SIDE WALL REGISTER

SPECIALISTS

ALL DESIGNS

ALL FINISHES

ALL SIZES



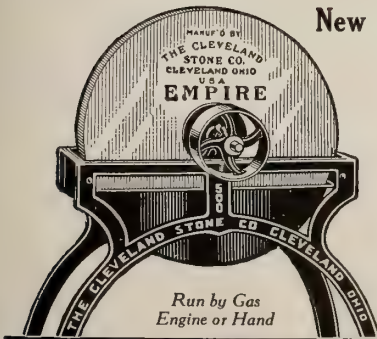
THE IMPERIAL



THE MORRISH

Cleveland Grindstones

New Power Machine for Farm



There is a strong and increasing demand for this new power grindstone among Canadian farmers. This power grindstone can be run with a small power gasoline engine, but is also light enough to be turned by hand. Has improved ball bearings and strong cast iron frame and trough. Genuine Berea stone, 22in. diam. Cleveland Grindstones are made in all sizes, for all purposes—power, hand and treadle. We've looked after your profit all right.

Write for Catalog and Prices

The Cleveland Stone Co.
Cleveland, Ohio

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Wire.

Write for Prices

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

Big Ben
THE NATIONAL ALARM

Big Ben
NATIONAL

Window Displays

Dealer's

Those who rise to be big men, rise early every morn—Big Ben.

To sleep late's pleasant now and then, but make it Sunday morn—Big Ben.

Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.15 less 2%. In lots of 24, \$2.05 less 2%.

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, APRIL, 1912

NUMBER FOUR

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

THE COMMERCIAL PRESS, LIMITED

408-410 MCKINNON BUILDING, TORONTO

Phones Main 1274 and Main 3071

D. O. MCKINNON, *President*WESTON WRIGLEY, *Manager**Editorial Staff*W. L. EDMONDS (*Managing Editor*)E. A. FORSON (*Associate Editor*)*Staff Representatives*

MONTREAL, E. T. Bank Building (Main 4614)

F. C. DOUGLAS WILKES

EASTERN ONTARIO - - - -

GEORGE H. HONSBERGER

WESTERN ONTARIO - - - -

GEORGE G. COLVIN

NEW YORK, 318 Broadway, Phone 2034 Worth

A. B. ABRAMS

CHICAGO, 4059 Perry Street - -

E. J. MACINTYRE

CIRCULATION MANAGER - - -

JOHN A. GIBSON

Tact in Selling Paint.

To bluntly tell a man that his store, his dwelling or his barn is badly in need of a coat of

paint will in all probability stir up resentment within him.

The average man no more likes to be told by the hardwareman that his buildings are downright shabby than he does by his tailor that his clothes are threadbare, or by his shoemaker that he would look more respectable if he had a new pair of shoes on his feet.

It is always safer to approach a probable customer with a suggestion rather than with a command or a criticism, just as molasses will catch more flies than vinegar.

To tactfully suggest that a building would look better if a coat of paint was applied to it, and that now is the seasonable time to do it, will probably induce the customer to consider you a counsellor. At any rate he is not likely to assume an unfriendly attitude toward you.

When you have got his sympathy it is easier to get his business. And it is a wise thing to study and know your customer before you try to catch him.

A hardwareman whose store front is shabby for the want of a coat of paint is scarcely in a position to preach paint to his customers.

Handle Good Paint.

Poor paint never gives satisfaction. Whether it be for interior or exterior work its demerits are revealed some time. Then the onus is not upon the manufacturer of the paint; it is upon the retailer. It is the latter only that is remembered by the customer.

The retailer, therefore, who takes paint of inferior quality into stock runs the risk of injuring his business reputation, not only as a vendor of paint but for other articles as well.

There are so many good paints on the market that there is no excuse for any hardware dealer putting an inferior article in stock. He who, because of the possibility of a larger profit, will take a chance with a brand about whose quality he is not assured makes a grave mistake. One cannot afford to take a chance with paints any more than one can with his character.

Be sure the paint you handle is reliable, and then push it for all you are worth. There is a good profit in it, and there is not a locality in Canada where the possibilities of a very much enlarged business are not present.

Business men who have an inflated idea of their own importance may be taken for a puff-ball by their customers.

Increase in Hardware Imports.

Canada's imports last year of such manufactured articles as are found in the hardware stores of the country were the largest on record.

Taking sixteen lines, the total value of the imports was \$9,800,000 compared with \$6,900,000 in 1900, an increase of about 40 per cent. These are the lines upon which the basis was made:—

Builders' hardware	\$503,939	\$681,050
Cutlery of all kinds	783,925	1,041,152
Fire arms	377,950	622,037
Stoves	492,538	694,389
Tools of various kinds	891,826	1,114,687
Granite and other ware	185,881	247,200
Barb wire	765,427	743,527
Wire rope	345,756	530,054
Wire cloth and netting	76,792	140,037
Wire screens	9,623	20,067
Screws	29,189	47,268
Skates	45,908	80,255
Nails	33,457	41,599
Chains of various kinds	384,476	526,937
Butts and hinges	65,783	94,450
Bar iron and steel	1,952,170	3,179,921
	\$6,959,640	\$9,804,628

To some of the manufacturers these figures are probably not on the whole satisfactory. The adverse trade conditions which obtained in the United States last year naturally led to an active campaign for business in Canada. To get the business prices were sacrificed. And to meet this competition the manufacturers in Canada naturally had to meet the import figures. To such an extent was this done in certain instances that in at least one industry that might be named the question of closing down was seriously considered. It

was only the fact that to close down even temporarily would have meant the loss of skilled employees.

With trade conditions improving in the United States and good in Canada both our manufacturers and our retailers ought to have a good year's business.

A business may live without advertising just as a machine may be run without lubricants; but it's not businesslike.

Group Meetings of Hardwaremen.

At the recent convention of the Ontario Retail Hardware and Stove Dealers' Association some attention was given to the subject of local organizations of retailers. Mr. Robert Smith, of Bolton, who broached the subject, was of opinion that much good would result if the hardwaremen in a given district would confer occasionally at a central point and discuss methods of business betterment.

Although nothing definitely was decided upon a good service was rendered in bringing the matter to the attention of the Association. In time the Association may see fit to take official action in the matter. But why wait for the central organization to move? There is nothing to prevent hardwaremen in towns and counties from holding meetings even though they be only informal. Even if they only dine together occasionally much good would result therefrom.

The board of directors of the Nebraska Retail Hardware Association has already been experimenting along similar lines. They have been going to different parts of the state and gathering groups of local hardwaremen for the purpose of discussing matters appertaining to the welfare of the trade. At some of these meetings a couple of score of hardwaremen were to be found, many of whom had never before attended a gathering of hardware dealers.

It should not be impossible to repeat in many parts of Canada what has been done in Nebraska. It only requires someone in the different localities to take the initiative.

A good many people will only be reminded that the time for spring cleaning is at hand when they see the fact illustrated in the hardware dealer's store window or announced in his advertisement.

Failures Through Unwise Credits.

That many failures in business are due to unwise credit goes without saying. But that there are as many from this cause as some would believe is not borne out by the facts.

In Canada last year the number of failures from unwise credits, according to the statistical statement of Bradstreets, was only twelve. As the total number of failures from all causes were 1,401, those from unwise credits were less than one per cent. of the whole. In 1910 the percentage was the same. In this respect we are ahead of the United States, the failures there due to unwise credits being two per cent. of the whole.

The fact that failures due to unwise credits are relatively so small can scarcely be taken as an encouragement for retailers to carry on a credit business. Few dealers may find it possible to confine their business to a strictly cash basis. But that does not alter the fact that the nearer they can get to the strictly cash basis without impairing their business the better.

In retailing as well as in manufacturing the aim should always be to keep costs down to the lowest

minimum that is commensurate with efficiency. That is an axiom with which no one will quarrel.

To conduct a retail business on the credit basis is not in the direction of economy. It is in the opposite direction. To sell on credit means to enhance the cost of bookkeeping and to entail an expenditure for the collection of accounts, to say nothing of the losses resulting from bad accounts. It is quite obvious that all these things add to the cost of retailing.

But whether the business be on a credit or on a cash basis, courage is demanded to say No, and to say it wisely, when occasion so demands.

It doesn't pay to lie in an advertisement. It is even more unprofitable than selling goods below cost.

Co-operation Kills Prejudices.

When merchants co-operate to promote the general business interests of their town, they bring into existence a friendlier feeling towards each other. And while there may never be any direct attempt to regulate prices better profits will, as a rule, ensue.

Price cutting in order to get business is not competition. It is warfare. It is an attempt to kill the "other fellow's" business.

When co-operating for the general good prejudices are dissipated, and as they disappear the desire to cut prices becomes less common.

It is better to co-operate with than to fight against your competitor. The one is profitable, the other unprofitable.

A Commendable Combination.

There is one form of combination that no law in the land can ever declare illegal. It is that form of combination that is formed by business men to keep the local trade at home.

To hold all the local trade is not possible. There will always be something that a consumer cannot or will not buy from local merchants. But that more can be held than is at present no one will deny. Every merchant recognizes this, and many of them are individually doing a great deal, by employing the most up-to-date methods, to put their belief to the practical test.

But co-operation will do infinitely more than individual effort possibly can.

The more up-to-date the methods are that country merchants employ the greater will be the local trade they will retain and hold. That is a truism so obvious that it is scarcely necessary to state it. By co-operating merchants will naturally both stimulate each other and to devise more comprehensive ways and means for securing what is desired.

The greater the number of counsellors the greater ought the product of wisdom to be.

I have sold my business and am going to Saskatoon to engage in the building business. What balance do I owe on my subscription? If I was going into the hardware business out West I certainly would continue taking "Canadian Hardware, Stove and Paint Journal," as it is growing better every issue.

R. F. Johnstone, Acton, Ont.

What Trade Associations are Doing

Off To a Good Start

By *Weston Wrigley*

Never before was there a brighter outlook for hardware association in Ontario work than this year, and the active workers have already got into the swing.

District Organization in Eastern Ontario.

Past-President Chown got busy as soon as he returned from the Guelph convention and the result is a district association organized to maintain retail selling prices in the district including Belleville, Madoc, Stirling, Tweed, Marmora, Frankford, etc., Mr. Chown being chosen President and W. E. Connor, Madoc, Secretary.

Convention at North Bay.

Wm. Magladery, New Liskeard, also lost no time on his return, and with the co-operation of J. W. Richardson, North Bay, and the Secretary of the Ontario Association, a call was sent to hardwaremen in the district between Sault Ste. Maria and Pembroke, Burk's Falls and Cochrane, for a meeting at North Bay on Good Friday, April 4, the list of speakers including President Madole and Secretary Wrigley of the Ontario Hardware Association, A. S. Howe, former President of a Wire and Nail Club associated with the Minnesota Retail Hardware Association, and W. G. Wright, Toronto, insurance expert for the Ontario Association.

Next Year's Exhibition.

The new Canadian Hardware Manufacturers Exhibitors, Limited, has also been doing things, and arrangements have already been practically concluded for the holding of next year's hardware exhibition in the splendid new armories at Hamilton, the manufacturers succeeding in getting the building after an application from the retailers had been discouraged. At a joint meeting of the directors of Exhibitors, Limited, and the Executive of the Ontario Association at Hamilton on Easter Monday details for the 1913 exhibition will be completed.

Applications for space at the next convention are so numerous that it looks as though there will be an overflow or lots will have to be drawn to decide which firms will be allowed to make displays. In any case next year's exhibition is certain to outclass all previous hardware shows in Canada, the armories at Hamilton resembling those at Peterboro, besides being located in the very centre of the city.

Having undertaken the responsibility for next year's show the manufacturers cannot afford to fall down. Every salesman on their staff will be a booster, and the net result will be the "greatest show ever" and the largest attendance of retailers at any retail convention yet held in Canada.

Retailers are Enthusing.

Despite the small attendance at the Guelph convention on account of the blizzard which tied up railway traffic, 1912 membership receipts for the first three

months only are far in advance of any year except 1910, and even the mark set at the London convention may be reached before 1912 passes into history.

During March quite a number of old members sent in their renewal fees in response to the Secretary's letter, and many more will follow as a result of the formation of district associations.

An example of the enthusiasm existing amongst members is the following from John W. Lavitz, of Munroe & Lavitz, Wallaceburg: "The joint committee made a wise selection when they chose Hamilton as the 1913 convention city. If you will send me a list of the retailers in this district who are members I will try and secure membership fees from those who are not. We should double our membership before the next meeting."

Silvester Bros., Stouffville, when ordering a set of stove lien note forms used by members of the Ontario Retail Hardware and Stove Dealers' Association, write: "We were very much pleased with the Guelph convention, the hotel accommodation being the only flaw. We trust next year's convention at Hamilton will show another step forward."

Silvester Bros. touch a vital point in their letter—that of hotel accommodation. With only about 140 retailers present at Guelph complaints are heard of lack of accommodation so what would have happened if that blizzard hadn't arrived and another hundred retailers had registered?

The lesson, hard though it may be on Past President Chown and his enthusiastic Belleville supporters, is that future conventions must be held in larger cities.

A Discordant Note.

Reports of "knocking" are heard from various quarters, stories of circular letters and personal conversations having been related to the writer, and while every "knock" is a "boost" it may be as well to give the disturbing element a chance to come out into the open. To cite a specific case:—

"I hear you had a very poor convention at Guelph," said a Toronto hardware manufacturer to the Association Secretary, a fortnight ago.

"What did you hear?" the Secretary asked in reply.

"Oh, that you had only about 90 hardwaremen at the convention. The man who told me said he wasn't knocking the Association."

"Did he give any explanation for the small attendance? Did he say anything about railway traffic being tied up by snow drifts?" again queried the Secretary.

"No, he gave me the impression that the Association was going to pieces."

"Well, the real number present was about 140, and already this year our membership receipts are more than all of last year. That doesn't look as though the Association is breaking up. Moreover, the manufacturers have taken hold of the exhibition end, and in order to make a success of it they will have to help us induce more retailers to attend the conventions. Why! prospects were never brighter than at present."

But who was your informant? Was he a trade newspaper man?"

"Wel," replied the manufacturer, "he used to sell typewriters."

"I thought so. But a hardware and metals advertising solicitor can employ his time to better advantage than in trying to undo the work of years in building up the Retail Hardware Association. Take yourself, for instance, you have never exhibited at one of the retail conventions. But you have several specialties which scores of retailers have never sold or even seen. Suppose we could bring 400 or 500 retailers to a convention wouldn't it be a good chance for you to demonstrate your lines. And wouldn't it help your circulars and trade paper advertising to get closer to your customers. Take a tip from me and try and get space at next year's convention."

What the Members Make It.

The Retail Hardware Association is, and it will be, just what the members make it. If enough progress hasn't been made and a change of officers will instil new blood, let there be a change.

The Ontario Retail Hardware and Stove Dealers' Association has accomplished some things and failed to accomplish others. It led a successful fight against the parcels post C.O.D. proposal of Postmaster-General Lemieux. It induced the manufacturers of white lead to stop marking second-grade lead as "No. 1." While it failed to establish a Mutual Fire Insurance Company, it has bettered the insurance situation for many of its members, and it has a fair chance of succeeding in its fight to abolish the charges made for reinspection of weights and measures. Besides scores of retailers will bear testimony to the better feeling created and the many advantages gained by attendance at the annual conventions.

The Association is a good thing for the retail trade, and it can be made of even greater value. Every organization has its "ups and downs." The Guelph convention, for easily understood reasons, wasn't the success it deserved to be. But the tendency is again "up" and "every knock is a boost."

DEATH OF ASSOCIATION MEMBER.

George H. Clark, Niagara Falls, one of the oldest members of the Ontario Retail Hardware and Stove Dealers' Association, died on March 29 after a week's illness with pleuro-pneumonia. Mr. Clark attended most of the conventions of the Ontario Association, and was well known as a hardwareman with progressive ideas.

GILLETTE'S NEW RAZOR FACTORY.

The Gillette Safety Razor Company of Canada have now completed the transfer of all their machinery to their new building on St. Alexander Street, Montreal, the company having shown remarkable faith in the possibilities of the Canadian trade by constructing a building which is intended to be the home of the Gillette Safety Razor Company of Canada. As A. A. Bittues, manager and director of the company said: "We never expect to move again. We have built a big enough building to enable us to increase our equipment and business to any extent which Canada may demand. From the monetary standpoint, we knew no better investment could be made than in real estate of this type in Montreal."

The primary reason for the erection of the new Gillette building was the necessity of more manufac-

turing space to take care of the increasing demand for Gillette Safety Razors. It was essential also that a building be erected which would provide security from fire, freedom from vibration, perfect lighting and economical distribution of space. In the new building it will be possible to carry out the most delicate operations on any of the floors.

The building is lighted on four sides, and, contrary to usual practice in the construction of cement buildings, the Turner or Mushroom type was adopted, it admitting of no beams to obstruct the light. There are five stories and a basement, each story having thirteen feet clear height without ceiling beams. The main building measures 115 x 82, giving 9,000 square feet to each floor, there being also a two-story wing, providing 2,000 extra feet, making a total of 47,000 square feet floor space.

The front of the building is made of crushed granite for stone in the concrete instead of the usual blue stone. This has been bushhammered and presents the appearance of granite giving the impression of massiveness.

Large airy offices are located on the ground floor, and two electric elevators have been installed for passengers and freight. The sprinkler system provides against danger from fire while burglar and fireproof vaults are located on each floor. A mechanical ventilating system changes the air in the offices and factory constantly while hygienic bubbling fountains and the most up-to-date plumbing, heating and lighting systems have been installed to provide for the health and comfort of the office and factory employees. As a manufacturing building, it has probably no equal in Montreal.

MAY BUILD CANADIAN PLANT.

Chas. Edward Wood, well known to the Canadian hardware trade as former sales manager of the Dominion Cartridge Co., Montreal, spent a week in Ontario in March representing Peck, Stow & Wilcox, Cleveland, Ohio, as special representative. Mr. Wood is enthusiastic regarding the future prospects of Canada, and while here made enquiries regarding possible sites for a branch of his company, which already has six factories in the United States. No definite decision has yet been reached regarding the establishment of a Canadian plant, but the opportunity is here and the remarkable growth of Canadian industry justifies Mr. Wood's enthusiasm, and it is quite probable that he will succeed in having a plant erected in Canada to supply domestic and foreign trade.

HAMILTON DECIDED UPON

At a joint meeting of the Executives of the Ontario Retail Hardware and Stove Dealers' Association and Canadian Hardware Manufacturers Exhibitors, Limited, held at Hamilton on Easter Monday, arrangements were practically completed for holding the 1913 Convention and Exhibition in Hamilton's fine new Armouries.

Weston Wrigley and R. B. Johnson were appointed to arrange a program and report back to their respective organizations.

Belleville's application was again considered but Hamilton, the third week in February, 1913, decided upon.

W. F. Macpherson and W. W. Bennett were appointed a legislative committee for the Retail Association, and J. M. McGregor, Oakville, and C. W. Conn, a committee on blank forms for the use of members. A strong membership committee will also be appointed.

Vice-president Occomore was absent through illness.

Northern Hardware Club Organized

Discontent with conditions under which district and national jobbing houses are competing in an unfair manner with Northern Ontario hardwaremen was the reason for the enthusiastic meeting held in the Town Hall, North Bay, on Good Friday, April 5.

Three sessions were held, morning, afternoon and evening, and a strong organization was formed which should be the means of very materially improving hardware trade conditions throughout New Ontario.

The morning meeting was called to order at 12 o'clock by Wm. Magladery, of New Liskeard, he being elected temporary Chairman, and J. W. Richardson, North Bay, temporary Secretary. Mr. Magladery announced that he had personally seen the majority of the hardwaremen along the line of the T. & N. O. and the feeling was unanimous in favor of organizing. While many had found it impossible to attend, they had signified their willingness to co-operate in any action that was taken. Letters were also read from Dewar & Ryan, Pembroke; F. W. Braithewaite, Blind River; L. Fowler & Co., Sudbury; N. H. Bowers, Massey; Geo. Taylor Hardware Co., New Liskeard, and H. N. Joy, South Porcupine, expressing their desire to see an organization formed. Those present included: Wm. Magladery, representing Magladery Bros., New Liskeard and Englehart; Milton Carr, Cobalt and South Porcupine; John H. Bell, Mattawa and Haileybury; W. Hawkins, Latchford Hardware Co., Latchford; Jas. Purvis, Sudbury; F. A. Ricard, Sudbury; Jos. Hilliar, Burks Falls Hardware Co., Burks Falls; J. W. Richardson and Stanley Richardson, North Bay; J. W. McDonald and Geo. E. Hay, of McDonald & Hay, North Bay; Mr. Doyle, of Doyle & Munns, a new hardware firm just starting at North Bay.

M. S. Madole, Napanee, and Weston Wrigley, Toronto, President and Secretary of the Ontario Retail Hardware & Stove Dealers' Association, delivered short addresses at the opening of the convention, they being followed by A. S. Howe of the Dover Manufacturing Co., Canal Dover, Ohio, Mr. Howe having formerly been a retailer in Minnesota and a President of a Wire and Nail Club comprising the retail hardware men of the district and working in affiliation with the Minnesota Retail Hardware Association.

Following the opening addresses, the various retailers present expressed their views regarding organization. The Cochrane Hardware Co., with jobbing and retail hardware branches at North Bay, Sudbury, and other Northern Ontario points, came in for strong criticism for the unfair methods they are alleged to be using to secure business, and Hon. Frank Cochrane, head of the company, was particularly censured for using his positions in the Ontario and Ottawa cabinets to secure business from lumbermen, miners and railway contractors. Many of the retail hardwaremen, supporters of the same political party to which Mr. Cochrane belongs, expressed themselves forcibly regarding stifling of competition, the monopoly of trade created and the advantage taken of the jobbers lists prices to cut into the retail trade of competing hardwaremen.

Jobbing houses in Montreal and Hamilton also came in for warm censure for establishing resident agents in the mining camps to sell at wholesale prices to mining corporations in competition with the legitimate hardware trade in the mining country. The retailers present expressed their determination to stand together and discontinue purchasing from jobbers who

refused to protect the retail hardware trade by refusing to sell to consumers.

Milton Carr, ex-M.P.P., Cobalt, told of how he had been forced to sell the grocery end of his business by the unfair competition of grocery jobbers who claim to sell only to retailers. "The hardware trade in this north country will go the same way unless we organize to-day," said Mr. Carr. Mr. Carr told of how a Montreal jobber's traveller had sold him a bill of goods for the hardware covering a block of buildings, the salesman immediately after going to the contractor and securing an order from him covering the same buildings.

After an interesting discussion a committee composed of Messrs. Ricard, Hilliar, Carr and Magladery were appointed to discuss with Mr. Madole a plan of organization, the committee to report at the afternoon session.

The Committee on organization reported as follows: "We recommend that the Northern Hardware Club be organized, that a President, Vice-President, Secretary and Treasurer, and an Executive of three be elected, and that an annual fee of \$5 be charged to include membership in the Provincial Association and the Northern Hardware Club."

The report was carried and the following officers elected:—

President—Wm. Magladery, New Liskeard.

Vice-President—F. A. Ricard, Sudbury.

Secretary-Treasurer—J. W. Richardson, North Bay.

Executive Committee—Milton Carr, Cobalt, Chairman; John H. Bell, Mattawa; Jos. Hilliar, Burks Falls.

Address on Insurance.

W. G. Wright, Toronto, delivered an interesting address on the adjustment of fire insurance losses and answered numerous questions from the delegates present, following the analysis of several policies, most of which contain red ink variations, weakening the value of the policy to the insurer. Keen interest was shown in Mr. Wright's address and several stated that it alone was worth the expense of attending the convention.

Banquet in the Evening.

A question box discussion was conducted under the leadership of Milton Carr, Cobalt, until 9.30 p.m., after which the delegates were entertained at a banquet provided by President-elect Magladery. Various toasts were honored and a most enjoyable time spent, the speakers including, in addition to those who attended the convention, Messrs D. A. MacNab, Orillia, and Oscar Hodson, former organizer of the Ontario Retail Hardware & Stove Dealers' Association, but now salesman for Brandram-Henderson, Limited.

TO MAKE RUBBERSET BRUSHES.

Meakins & Sons, Hamilton, are putting in a plant for the making of rubberset brushes, and expect to begin manufacturing during April. This is an improvement in brush manufacture which Canadian users of brushes will appreciate. Meakins & Sons established a warehouse in Winnipeg three years ago under the management of Walter Scott, their northern traveller, and they now have a stock of brushes in Winnipeg sufficient to supply any requirements of western hardwaremen. An exceptionally busy year is looked forward to in all departments.

British Columbia Hardware Dealers' Association

The Annual Convention held in North Vancouver—
Reports of the Officers—Price Cutting Deplored—Fees
and Price Lists Fixed—Afternoon Holidays During
Summer Months—The Banquet.

The convention of the B. C. Hardware Dealers' Association was held in the K. & P. hall, North Vancouver, B.C., Thursday, March 21, 1912. It was called to order at 11 a.m. with H. C. Martin, President, in the chair.

THE PRESIDENT'S REPORT

In presenting his annual report the President said:
"It affords me the greatest pleasure to submit my



President J. B. PAINE



Ex-President H. C. MARTIN

report for the year 1911, during which time I have served as your president to the best of my ability.

"I believe the past year has been the most successful both in regard to volume of business and net profits that the members of our association have ever enjoyed, and I believe that the hardware dealers of Vancouver, North Vancouver and New Westminster can largely attribute the net profit end of this successful year to the untiring efforts of its officers and faithful members.

Price Cutting.

"I regret to say that in some few lines price cutting has been reported, but I trust that the result of this convention will be that even these few commodities will be put on a firmer basis, and that your next President will not have to comment along these lines a year from hence.

"The monthly meetings have been well attended, and the innovation of an informal banquet among the members previous to these gatherings has been productive of fostering a splendid feeling of good fellowship among the members.

"All the committees have done splendid work, and your Secretary, Mr. R. D. Dinning, has been untiring; in fact, your President's position has been a sinecure with such a live wire Secretary to do the work.

"I have had correspondence with the hardwaremen of Prince Rupert and Revelstoke regarding forming sister associations, and headed a delegation to Chilliwack in our efforts to form an association there.

"As your President I represented you in February at the convention of the Ontario Hardware and Stove

Dealers' Association at Guelph, a report of which I will make later.

A Bright Future.

"Gentlemen, while we are glad to take a retrospect and find things have gone well with us, yet it is really the future that we must bend our attentions. We believe, as merchants of British Columbia, that our beloved Province, upon which nature has bestowed such bountiful wealth, is entering upon an era of prosperity that will eclipse all the good years that have passed, and it behoves us as an association, and as individual hardwaremen, to reap the harvest in such a way that all the years of golden wheat which we are to garner in the hardware field of 1912 will be safely, honestly, and profitably harvested.

"To best accomplish this we must be united, and while it is our duty to try and get all the legitimate business we can, let us not in our anxiety overstep the mark of honesty and fair dealing toward our brother hardwareman, whom we must all admit has a right to a share of business so long as he conducts it along the lines prescribed by our association, of which he is a member.

The Matter of Credits.

"Although it is not for me to advise, I would suggest to the members the necessity of being more conservative than ever with regard to credits. Many amounts, both large and small, I am afraid have been lost by our over-anxiety to do business.

"I would also suggest that we look for, and when found, to eliminate the business, even if it is of large



1st Vice-Pres. GEO. BLAKELY



2nd Vice-Pres. GEO. MOSCROP

amount, that is not profitable. Keep your eyes fixed on your cash counter trade from which our net profits come.

"In closing, gentlemen, allow me to thank you for the honor you have done me as your President for the past year, and assure you that I have given of the best that was in me for the upbuilding of our association and the welfare of its individual members.

As a private member I can promise the same support to the incoming officers.

"Before closing, I wish to express my hearty thanks to all those who have so ably assisted me during the last twelve months.

"May our association continue to grow and prosper, and may we as individual members expand under its influences to be better citizens and better hardwaremen; fair to ourselves, honest to our association pledges and charitable to our competitors,"

SECRETARY DINNING'S REPORT.

Mr. President and Gentlemen,—In submitting my report on the work of the Association during the past 12 months, I have pleasure in stating that we have at the close of the year, 39 fully paid up members out



C. KENNEDY, a Director



G. E. MCBRIDE, a Director

of possibly some 50 hardware stores in the cities of Vancouver, New Westminster and North Vancouver, and include in our membership practically all the larger stores of any consequence. During the year two members sold out their places of business, namely, J. D. Fraser, hardware, North Vancouver, and Mark Dumond, Vancouver, and we were successful in persuading their successors to become members of the Association. Two other members, Forbes-Van Horn and A. R. Millard, retired from the hardware trade. There were no resignations from the Association, apart from the two stores discontinuing business. The Bonnell Hardware Co. also discontinued business and were absorbed by McLaughan Bros., members of the Association. The new members elected during the year were: Johnstone & Salsbury, North Vancouver; Brown & Hartley, Vancouver; Fox Pioneer Hardware, South Vancouver; Shearer Bros., Coquitlam, B.C.

A visit was paid to Chilliwack during the latter part of the year in an endeavor to get the merchants organized, and although we have so far not been successful in getting the hardware dealers of that section to submit their application for membership to our Association, we feel sure it will not be long before they realize that it is to their own interest to become one of us.

On taking over office I was lead to understand that the following stores were members of the Association, but on applying to them for their dues, I was informed otherwise, and would recommend that their names be struck off the membership roll: G. R. Baird, B. C. Plate Glass Co., Bailey Hardware Co., Champion & White, Manitoba Hardware Co., Cunningham Hardware Co., New Westminster.

We have during the year held in all some 25 meet-

ings, and, with the exception of the month of January, when the Association regular meeting night followed so closely on the holidays, a general meeting has been held each month. The attendance at the general meetings has not been as good as it might have been, and it would seem to me that the average retailer who joins an association does so without thought of contributing to the general fund of information which is essential to the successful operation of the organization.

It is fair to presume that every merchant joining an association expects to receive benefits, but unfortunately few expect to take active part in the work, without which it is an impossibility for an association to be an influence for bettering business conditions. This is the attitude of so many of our members that the wonder is how the Association succeeds. There is entirely too general a willingness to leave the work to the officers and to a few of the more energetic and capable members. This is wrong. Every member should be an active member, every man should actively co-operate with his fellow members in planning and carrying on the work for which the organization was formed.

No member has a right to expect to derive benefit from his association unless he contributes something besides his mere dues towards making it an efficient organization. It is selfish and mean to leave all the work to others and members who do so are a hindrance rather than a help to the trade.

We have, during the year, taken up several grievances, principally price cutting, and in spite of the fact of all that has been said and written, and in spite of the obvious folly of it, price cutting on certain articles, principally nails, sash weights, building paper, and powder, has been continued by certain merchants, utterly ignoring the plainly obvious fact that the more goods one sells below cost, the greater are their losses. Early in the year Messrs. Moscrop & Paine were appointed a committee to wait upon the Hamilton Powder Co. with a view to obtaining their influence in having the resale price on powder adhered to, and while they appeared to be willing to help us in this respect, they claimed that the small dealers who appeared to be doing all the cutting, were handled by the hardware jobbing houses, in whose hands the matter rests. We have used our influence with the wholesalers to get this practice discontinued.

Last April we endeavored to get the manufacturers of sash weights to fix a uniform retail price, but were not successful in getting them into line, with the result that sash weights are being sold to-day at a price that does not even cover handling costs.

The cutting on nails has been discussed at pretty nearly every meeting, and while we have had some pretty heated arguments along this line in our endeavor to have the association price maintained, it does not appear to have had the desired results. A remedy must be found, and now is the time to deal with it.

Your directors were successful in persuading the saw manufacturers to place a fixed resale on cross-cut mailed you in my letter of 28th June last. They were also successful in getting the Simplex Manufacturing Company to agree to have the Association price on their hangers maintained. At a conference with the wholesalers last June a price was agreed on mattocks, shovels and picks for supplies to the city and bona-fide contractors.

The Saturday afternoon closing received a hard knock on August 25, when the firm of Forbes and

VanHorne stated their intention to discontinue closing after the end of August, which was the beginning of the end of the Saturday afternoon closing, after which date it became optional with the members to remain closed.

The best attended meeting of the Association was held at North Vancouver on December 5, when the idea of holding an informal banquet prior to the meeting, and inviting manufacturers, wholesalers and travellers to be in attendance had the much desired effect, and resulted in a bumper attendance.

At the general meeting in February it was decided to send our worthy President to represent us at the Ontario Hardware Dealers' Convention, and I am glad to be able to report his return in time to give us his views at this convention.

At the last general meeting on March 5, Messrs. Snell, Blakely, and Owen were appointed a committee to wait on the Wholesale Association to discuss the prices being quoted on city and government contracts, and Chairman Snell will no doubt report on the results of the committee's interview.

I now wish to refer to the finances of the Association. I have with me a certified accountant's statement of the accounts for the year, showing a credit balance of \$34.53. I would mention that I had this balance sheet drawn up by a certified accountant for my own personal satisfaction and for the benefit of the Association, as I think it only right and proper that this should be done in every instance, and I would ask the President to appoint a committee to check same, and foot the bill for \$5, the accountant's fee for drawing up the balance sheet.

R. D. DINNING,
Secretary-Treasurer,

B. C. Hardware Dealers' Association, Vancouver, B.C.

Officers for 1912.

The election of officers resulted as follows:—

President—J. B. Paine, North Vancouver.

Vice-President—George Blakely, New Westminster.

2nd Vice-President—Geo. Moscrop, Vancouver.

Secretary-Treasurer—R. D. Dinning.

Directors—C. B. Bryson, New Westminster; J. Johnston, North Vancouver; W. R. Owen, Vancouver; C. Kennedy, Vancouver; Geo. McBride, Vancouver.

T. S. Fitcher, Secretary for Vancouver Island, stated that on account of pressure of business he was sorry that he was the only one that could attend from the Island, but assured the members that the good wishes of the members there were sent through him, and that he hoped that at some future date they would hold a convention in Victoria, and would be glad to welcome as many of the members from the mainland that could attend.

The retiring President, H. C. Martin, spoke of the good work done by the Association in the past year and hoped it would continue throughout all time to come. He was very glad to know that they had appointed a worthy President as Mr. J. B. Paine, who was a splendid Association worker and felt sure the Association would advance by leaps and bounds under his good management. He had great pleasure in resigning his seat to Mr. Paine.

Mr. Paine, on being called to the chair, expressed his pleasure in following after such a splendid President as H. C. Martin, and would do his best to advance the interests of the Association, stating that much depended on the Secretary, and having such a good one

as Mr. Dinning, he felt sure that the good work would be carried on satisfactorily.

Addresses followed by each of the newly elected directors.

Mr. H. W. Welsh, local manager of the British-American Paint Co., read a paper on "Success for 1912." It will be reproduced in a later issue.

The members were invited to the Palace Hotel to luncheon by Mr. J. B. Paine, of North Vancouver.

At the afternoon session the committee appointed to audit books reported everything correct.

Fees Fixed at \$10 and \$75.

The committee appointed on assessment reported, and, as on objections being raised the minimum fee was placed at \$10, the maximum being \$75.

The retiring President, H. C. Martin, again addressed the meeting giving an account of his trip to the Eastern Provinces, which was listened to with great interest. He gave a very interesting account of his



C. K. SNELL, who sang "Rule Britannia" Sec.-Treas. R. B. DINNING

visit to the Guelph convention of the Ontario Retail Hardware and Stove Dealers' Association, and assured Mr. Paine that when he took the same trip East he would learn a great deal to help him along in association work.

Mr. J. J. Foote, of the McClary's Manufacturing Company, next addressed the members. In this he emphasized the fact of creating in clerks their full selling powers, first by helping them as much as possible; second, by getting the travellers when they come to demonstrate certain articles; thirdly, by leaving them responsible to look after their end of the business and see that they did same satisfactory.

The price list was next taken up, which was gone over very carefully and caused a great deal of discussion, but finally was adjusted to the satisfaction of all.

Afternoon Closing of Stores.

Saturday afternoon closing was the next point discussed, and it was decided that during June, July and August the hardwaremen of Vancouver, North Vancouver and New Westminster would remain closed from one to seven p.m.

A telegram from Weston Wrigley, manager of the Canadian Hardware, Stove and Paint Journal, was received, congratulating the members and wishing them every success. A hearty vote of thanks was extended to him for his kindness in remembering the British Columbia Association.

As the hour was late it was moved, seconded and carried that a hearty vote of thanks be extended to

carried that a hearty vote of thanks be extended to Mr. Paine for his kindness in extending to the members the invitation to luncheon, which was given in a very appreciative manner.

The afternoon session adjourned at 6.30 p.m. to meet again on call of the Secretary.

In appreciation of the good work done by Secretary Dinning it was regularly moved and seconded that the Secretary write a cheque in favor of Mrs. R. D. Dinning for \$50, which was carried with the approval of all.

The Banquet.

As in every case this was the crowning feature of the convention, two hundred odd being seated in the spacious dining room, which was decorated for the occasion.

J. A. Roaf, acting in the capacity of toastmaster, conducted himself in the most able manner. Being an excellent orator and witty, he was able to keep, as it were, the ball a-rolling during the period spent in the dining room.

Mr. C. K. Snell sang "Rule Britannia," a very fitting song after the toast to the King.

J. A. Roaf, in proposing the toast, "Our Ambitious City," spoke of the wonderful growth of the city, and was sure that same would be one of the largest manufacturing centers in Canada in a very short time, and that North Vancouver would be another Brooklyn or what Oakland is to San Francisco.

Mayor McNeish, of North Vancouver, drew attention to the fact that British Columbia was one of the foremost provinces in the Dominion of Canada to-day, and it only needed reciprocity between Vancouver and North Vancouver to make Vancouver one of the largest and one of the leading business centers of the Dominion. Montreal, until recently had one of the finest harbors in the Dominion as well as one of the largest shipping points, but Vancouver was gradually drawing away those honors and would in a short time eclipse Montreal in that respect. One could not make a mistake in buying property anywhere around Vancouver as it was bound to yield good profits. On behalf of the City of North Vancouver he was glad to welcome those present and hoped that the next convention would also come their way and be held in North Vancouver, the city with so many possibilities.

The Wholesalers' Association was proposed by H. T. Kirk and responded to by W. R. Veggall in the absence of R. P. McLellan and R. F. Anderson.

The B. C. Hardware Dealers' Association was proposed by the toastmaster and responded to by J. B. Paine, the newly elected President, and H. C. Martin, the retiring President.

Sister associations was responded to by F. W. Welsh, President of the British Columbia Merchants' Association, and T. S. Fitcher, Secretary of the Victoria Retail Grocers' Association of Victoria, B.C.

Manufacturers was responded to by J. J. Foote, of McCary's Manufacturing Co., of Winnipeg, and H. H. Welsh.

Our Friends, the Travellers, was responded to by A. T. Chambers, W. C. Budsall, Mr. Mink, of the Canadian Explosives, and others.

The singing of the National Anthem and Auld Lang Syne brought to a close one of the best attended and most successful conventions yet held in this province, and every one went home happy and contented knowing that another year of good work had been done in helping along the betterment of every hardware dealer in British Columbia as well as throughout Canada, as no doubt having an Association in British Columbia it naturally helps those in the Eastern Provinces.

DISTRICT ASSOCIATION IN EASTERN ONTARIO.

A meeting was held at Stirling, Ont., on March 15, to organize the district association of retail hardwaremen, following somewhat the plan of organization adopted by similar associations which have been doing good work at Barrie, St. Catharines, Winnipeg, Vancouver and in scores of places throughout the U. S.

R. C. Chown, Belleville, Past President of the Ontario Retail Hardware and Stove Dealers' Association, was one of the active spirits in arranging the meeting at Stirling, and in addition to the W. W. Chown Co., Belleville, he represented the Stafford Hardware Co., J. W. Walker, John Lewis & Co., and Wm. McGie, all of Belleville. Others present were: L. and R. W. Meiklejohn, of Stirling; C. McGee, of McGee & Legrow, Stirling; Frank Defoe, Madoc; M. W. and W. E. Connor, of M. W. Connor & Son, Madoc, and Harry Connor, of Connor & Gray, Marmora. A heavy snow



R. C. CHOWN, President Eastern Ont. Retail Hardware Association



W. E. CONNOR, Secretary Eastern Ont. Retail Hardware Association

storm prevented the attendance of other retailers from Frankford and Tweed, but it was decided that the work of organization would be gone on with and another meeting held at Belleville in May.

R. C. Chown, Belleville, was elected President, and W. E. Connor, Madoc, Secretary. The name of the association was left open for decision at a later meeting.

It was decided that quarterly meetings would be held and that the new association would endeavor to have all firms selling hardware, stoves and kindred lines adopt uniform prices. During the three-hour session, much of the time was taken up with a discussion dealing with the small margin of profit on which too many lines of hardware, tinware, etc., are sold, many lines being sold without profit as a result of price cutting between dealers who ought to get together and discontinue the practice of selling goods at cost.

Secretary Connor writes Canadian Hardware, Stove and Paint Journal stating that the new organization desires to co-operate with the Provincial Association, and that in sending out notices for the next meeting at Belleville in May, the territory will be extended and retail hardware, stove and tinware merchants at Hastings, Campbellford, Trenton, and other places will be included.

All hardwaremen in the district are requested to correspond with Secretary Connor or President Chown, particulars of any trade grievances which may exist or suggestions as to how the new association can be made of value to the retailers in the eastern part of the province.

Business and Store Management

Art of Satisfying Customers

A group of hardwaremen were the other day talking business matters when one of them remarked that a retailer should satisfy a dissatisfied customer even if at the time he had to lose money by so doing.

One or two of them gave instances in which they had found it profitable to do this. For instance, one had sold a stove to a new arrival in his town, and by a little courtesy extended by one of his clerks he had so pleased the purchaser that he came back shortly afterwards and purchased a number of expensive articles which were necessary to begin housekeeping with.

Another gave an instance where one of his men had tried to repair a defective water tap, but although the fault was not with the latter's employee, it was found necessary to put on a new tap. Shortly afterwards the customer, however, took the price of the tap from the bill and refused to pay it. The retailer made up his mind that he would not create any fuss over it and allowed the matter to go, but as he felt it was an injustice he later on spread the price of the tap over a number of items in a subsequent bill. When the customer was paying the bill he remarked, "I suppose that man has charged up the price of that tap somewhere in this bill, but I don't blame him, for after all the fault was not his that the tap had to be replaced, and then he acted a gentleman over it."

"There are times, however," remarked one of the retailers, "when a business man should not sacrifice his dignity. For example three years ago a man came into my store and bought a stove, for which he paid \$55. The stove was delivered and put up. A few days afterwards the purchaser came to the store and demanded a refund of \$5, claiming that the price he had originally been asked for the stove was \$50. As the stove had cost me \$50, I was very positive that I had not quoted any such price. He threatened me if I did not refund the \$5 he would not only not deal with me in the future, but would try to do me all the harm he could among his friends. For three years he did not come into my store, and he and his family refused to speak to me also. I always spoke to him and his family when I met them on the street. Quite recently he built a new house and wanted to put on a metal shingle roof, and he ordered the metal roofing from a manufacturer, but when he had the material delivered he could not get anyone he could rely upon to put the metal shingles on. As I had always made a specialty of this kind of work he finally came to me and asked me if I would do the job for him. I undertook to do so and now he is again one of my best customers, but we say nothing about the past."

"I had an experience recently," remarked another one of the retailers. "A day or so before Christmas I sold a set of carvers and a day or two after Christmas the customer came in with the handle off the knife and wanted us to replace the set. It was a good set of carvers and it was quite clear that the knife had been allowed to lie in boiling water. Under the circumstances I felt it would not be just to myself to take the set back, consequently I refused to do so."

UNIQUE MUZZLE-SELLING METHOD.

Fort William, a short time ago, passed a by-law that all dogs had to be muzzled. Some people, of course, got leather muzzles made at the harness makers. Later the order came out that all dogs had to have wire muzzles. Consequently there was a shortage of wire muzzles among the dealers. W. G. Colville Co., Limited, happened to be lucky enough to get theirs in a couple of days before the others.

Mr. G. R. Colville thought of a novel scheme of advertising same, which dealers in other towns might use to advantage if they have cause to. Not owning a dog of his own he went to a friend and put this proposition to him which he accepted: "I'll muzzle your dog if you will let me use him for an advertisement." Mr. Colville got a piece of white duck, cut it the shape of a blanket and painted in large black letters the following:—

WIRE DOG MUZZLES

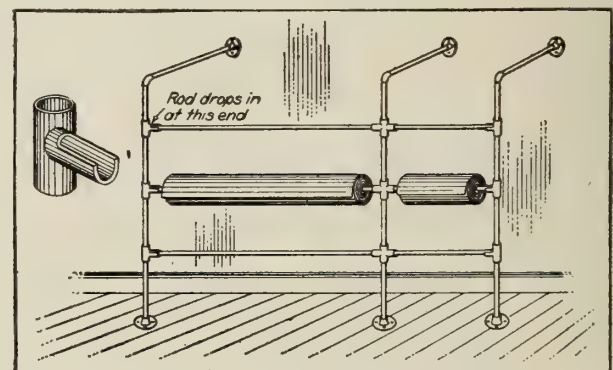
at

COLVILLE'S HARDWARE.

This was tied on the dog, after which the latter was sent on the streets. In a half an hour people were coming fast and thick for muzzles. Out of six dozen muzzles the firm had in stock at nine in the morning, by five o'clock that afternoon only two were left. That's selling a few muzzles in one day!

DISPLAY RACK FOR OILCLOTH.

By the use of the iron pipe herewith illustrated a firm in Massachusetts have doubled their sales of oilcloth. The upright pieces of the rack are half-inch gas pipe and fastened to the floor and wall with 1-2-inch floor plates. The rods, which hold the oilcloth are 3-8-in. Couplings are made with tees, ells and



crosses. The tees at one end are cut out at the top to receive the horizontal pipes. An enlarged view of the tee is shown. Before the couplings were made a round stick was put in each upright to keep the cross-pieces from slipping in too far and dropping out at the other end.

The rods are quickly lifted out and it is a simple matter to remove the roll of oilcloth, when the desired amount may be measured.

HOW CUSTOMERS ARE SOMETIMES LOST.

Quite often a customer is lost through no fault of the dealers. While in the store of a northern Ontario hardwareman recently a representative of the Journal saw a case in point.

A few days before, the dealer had ordered some roofing from a Toronto house and the day after he placed the order a lady came in and asked for some of that particular brand. The merchant told the lady he was right out of it, but expected some in about three days. The lady came back at the end of that time, but still the goods had not arrived, although a letter containing advice that the shipment had been made had come to hand. The dealer told the customer that the goods had not been received, but that they would arrive for sure in a couple of days. However, they did not come to hand in that time and when the lady came around again she was quite put out about it and placed her order



Interior of the Store of the McLaren Hardware Co., Calgary.

elsewhere. She needed the goods right away for the roof was leaking and if a very heavy storm came along the room would be flooded.

Eight days elapsed between the date the order was placed and the date the goods were received. The fault was not with the roofing firm but with the railway, yet it cost the dealer not only that sale but the loss of that customer and maybe the loss of several more in the future, for talk will spread.

KEEPING TRACK OF CLERKS' SALES.

The Peterborough Hardware Co., Peterborough, Ont., keeps track of each clerk's sales in a manner that very seldom allows a mistake to be made. Besides registering the amount of a sale in a cash register, a duplicate bill is made out and the original given to the customer. At the end of each day, the sales slips are given to the bookkeeper and next morning she checks them up with the cash register receipts, afterwards entering the different amounts in the "cash received" book. The sales slips are then filed away in the vault, each day's in a separate bundle.

By this method the manager cannot only see what clerks are having the biggest sales and what a certain clerk's sales were on a certain day, but should any controversy as to price occur, it is an easy matter to look things up.

Suppose a customer comes in, purchases a certain article and says: "Why, on December 33, I only paid

\$— for that." If the price has not gone up in the meantime, and the customer is not trying to make you lower your price, you know there is something wrong. If the customer can give you the exact date, or nearly so, on which the article was purchased, it can easily be looked up in the sales slips.

TREAT ALL ALIKE.

It is difficult for some dealers, remarks an exchange, to appreciate the importance of treating all customers with equal favor, regardless of their station or their means.

Prompted by their desire to sell a large bill of goods both clerks and proprietors are naturally inclined to take more pains to accommodate an affluent customer than one in moderate or poor circumstances.

However great the immediate advantage of showing a marked preference for the rich may seem, the average merchant will readily understand that it is bad policy to do so when he remembers that his poorer customers far outnumber his richer ones and that their aggregate patronage constitutes a large percentage of his business.

Except in very exclusive stores, operated solely for the accommodation of wealthy people, and whose policy is to discourage all other patronage, equality of treatment should be the invariable rule in dealing with customers. Such a course is manifestly just and is invulnerable to the reasonable criticisms of any class.

A VALUABLE SUGGESTION.

That the "Question Box" discussion, held annually at the convention of the Retail Hardware Association, is interesting and that many valuable hints can be secured by attending it, is shown by the following incident.

At this year's meeting, the question came up, "Does Calendar advertising pay?" During the discussion, W. F. MacPherson, Prescott, Ont., brought out the point that he never buys from a calendar salesman on his first call, but always waits till a little later in the season for a lower price on job lots.

Shortly before the convention J. N. McGregor, Oakville, Ont., had been solicited by a traveler for a calendar firm, but did not place an order. At the Question



An Address Label used by the Bond Hardware Co., Guelph.

Box Meeting he took particular note of Mr. MacPherson's point and shortly after his return home was called upon by the same traveler. This time he was offered a design that he was formerly quoted 18 cents each on, for six cents. He is now firmly convinced that it pays to wait a while.

In order to know what to do under the conditions that will arise with increase in your business, study what other men have done who have succeeded under those conditions.

Importance of Knowing the Cost of Goods

By an Old Retailer

One of the most serious mistakes made by dealers to-day is the sacrifice of profits to secure a greater volume of business.

The dealer who sells \$10,000 worth of goods at a net profit of 5 per cent. is a successful dealer compared to the dealer who sells \$20,000 without a profit.

In every community we find a few bargain counter hunters who go from one dealer to another to get a cut price. If dealers make a reduction to get this class of business, they are compelled to make this cut price to all, and in order to get the business of the bargain counter customer, which will not amount to 2 per cent. of a dealer's total business, they must lose a fair per cent. of profit on the remaining 98 per cent. of the yearly business.

There is not a dealer who cannot know what it costs him to do business. There is not a dealer who can afford to not know what it costs him to do business. Do not deceive yourselves by thinking that it is too complicated a subject; that it takes too much time to keep a record such as is necessary for this purpose.

The dealer who does know his cost will not sell at a loss.

It is an acknowledged fact that we are all inclined to follow the lines of the least resistance, and how the dealer who is selling goods at a loss does not find his competitor, who knows his cost, competing against him for this particular line of business.

This being true, he gets interested in the sale of this line of goods, and devotes much of his time to the sale of them. On the other hand, the dealer who knows that the goods his competitor is pushing the sale on is not profitable, gives them but little consideration, but turns his attention and devotes his time to the sale of goods that are profitable, at the same time finds that the competition on them is not so strong because his competitor is busy selling the other line of goods.

This may appeal to you as a theory; if it does, go home and try it out in a practical way, and see what the result will be.

Again, the dealer who knows the total cost of his goods; that is, delivery cost plus the cost of doing business, will demand a price for his goods that will assure him a net profit and, more than that, he will get the price, because that is what he is in business for—the net profit.

To know the delivery cost of an article plus the cost to sell or the total cost, is the best backbone stiffener the dealer ever applied. It will give him the nerve to stand for a fair and reasonable profit. Not to know this is like a leap in the dark; you cannot tell where you will light and, generally speaking, you land in bankruptcy.

Sacrificing Profits.

The dealer should get out of his head the idea of sacrificing his profits, that his competitor may not make a sale. Instead, he should get into his head the idea that he should sell his goods at a profit that will provide for his family, and secure for them a share, at least, of the good things of life. It is much more to the credit of any dealer that he provide well for his family than it is that he should be the cause of his competitor failing in business.

You may not think that you are your brother's keeper, but your family has a claim on you and a right

to expect your support, and if you spend your time selling goods without a profit you are doing your competitor an injury; at the same time you are doing your family a greater injury.

Many times the only reason that dealers do not get a fair profit is because they do not ask for it; that is, they do not name a price that will show a profit. The fact is, they do not know the delivery cost plus the cost of doing business.

At the close of the year, when I found that my assets were no greater than when I began, I commenced to look for the cause; the more I investigated, the more surprised I was to find the total amount of my cost to do business. When I located the trouble I advanced the price of the goods I sold; then it was that I found I did not get a profit because I did not ask for it. I continued to sell goods; in fact, I increased the volume of my business, because I knew that I was getting a net profit, and it enthused me with my work. This is the time that I did the thing that was of the greatest value to me in my business. This was the time in my business when I figured out for myself, in a crude way, what it cost me to do business.

You have at times had propositions made to you as a dealer that appeared too large for you, and you passed them up; later you decided it was necessary that you should take them up. After you had gotten into them, and found out all there was in them, you have thought, "How different when you are on the inside looking out from what it was when you were on the outside looking in." So with this subject, "Cost of doing business"; when you get into it, you will look out and think how very simple it is.

Blind Folly.

No dealer should conduct a business without the knowledge of the cost of doing business. The dealer owes it to himself to endeavor to be successful; he owes it to his family, because they are depending on him for their support. It is folly to go blindly along the route that leads to failure when you can avoid it. To say that you do not understand how to figure cost, and that it takes too much time, will not excuse you; such excuse will not avail you anything after you have failed in business and lost all the money you have invested.

Many times competitors are selling their goods without any consideration of the cost of doing business, and their selling price is so low that it does not equal the total cost of goods, but the dealers who know what it costs to do business can refuse to sell at a loss, and maintain a price equal to delivery cost and his cost of doing business, and should a competitor sell at a less price, he will be the loser, not the dealer who is wise to cost of doing business. Right here let me give you a pointer, that it is not the dealer who makes the low or cost price that is successful in business. A low price is not what leads to success; many times it has the opposite effect. Take that home to yourself and see if it is not true.

The things that lead to success in the retail trade is quality and good service. The dealer who sells goods that have merit, and the dealer who is always prepared to render good service to his customer, need not be afraid that his price-cutting competitor will put him out of business. I have had customers ask me for a reduction in price, stating that they could get one of

John Jones at the reduced price. Knowing my cost of doing business, and the net per cent. of profit on every article I sell. I have invited the customer into my office, turned to my summary sheet and showed him in cold figures that this was true, and then, like most farmer customers, he would be fair, and say that it is all right, and you should have that amount of profit.

Some may say that this is not good policy, but if you are dealing honorably and upright with your customer, you can well afford to do such things. The closer you can get into the confidence of your customer, the better you will succeed in business. With thirty years' experience, located in the same town, and at the same place of business, I have proven this to my own satisfaction, and I give it to you for what it is worth.

The Delivery Cost.

The dealer who knows the delivery cost of his goods plus the cost of doing business on the total cost will find this the most valuable asset in the business. This to him may be termed a dead line. If he sold goods at this price he would not make any profit—neither would he lose anything. Every dollar additional he adds to this he knows is profit. Every dollar deducted he knows to be loss. If it is not a benefit to a dealer to have this knowledge, then cost accounting is of no value to the dealers; if it is, then it's worth while, and every dealer should make an effort to secure this knowledge of his business.

I am sure this will in a reasonable time convince you that it is profitable to know the cost of doing business. It is true that we do not all agree on all points of cost accounting, but we are agreed on the essential points. The accountant insists that we figure the cost of doing business on sale, technically this may be the proper way, but for myself, I figure the cost of doing business on the delivery cost of goods; this to me is a more simple way. Either gets the same results.

All the difference is that the cost of doing business is a different per cent. to cover cost. One is found by dividing the total expense by the gross sales, while the other is found by dividing the total expense by the delivery cost of goods sold. There is a difference of opinion relative to cash discount. I do not think that it is practical to admit anything to go, that it may offset or equal another, because they may or may not equal each other.

Cash Discounts and Invoice Price.

Cash discounts should not be deducted from invoice price before applying the cost of doing business; to do this would cause the dealer to lose the cash discount—provided he add the same net profit. If the dealer's expense account includes all the real expense of his business, then interest is charged in this account for all money invested and all money borrowed, and it is this money that enables the dealer to secure the cash discounts. The fact that the dealer creates an expense to secure money to take his discounts is proof that the cash discount should protect this expense, and the dealer who deducts the cash discount before applying the cost of doing business loses the discount. In so much as the subject assigned me is simply "The Benefit of Cost Accounting," I shall not enter into the discussion of how to figure cost of doing business, but I do want to impress the dealers who have so far not taken this subject up because they are not satisfied that they have a clear understanding of it, that they are wasting valuable time. That the time to start with this work

is now, start with what knowledge you have and work it out in your own way.

There are dealers everywhere who are carrying life insurance to protect their families, and at the same time doing business without any knowledge of what it costs. They are investing every dollar they have in their business and guessing at the selling price. Every dollar of their capital is in jeopardy when they do this.

The cost of doing business cannot be measured entirely by the total amount of the expense account. Many times dealers do certain things in business that does not cause them to add anything to their expense account in dollars and cents, but it does cause them much extra expense. The dealer who is not prepared to give good service to the trade; the dealer who does not study the line of goods he sells; the dealer who does not place quality above price; the dealer who is continually changing, selling one make of goods this year and another next; the dealer who sacrifices his profit to secure a greater volume of business; the dealer who sells goods all year without checking his sales and stock against goods on hand and from inventory and goods received during the year, then he may discover goods delivered without settlement; the dealer who neglects to take his cash discounts, even if he has to borrow the money; the dealer who neglects to make a demand for settlement of note and account when due; the dealer who is not able to meet his customers with a smile, no matter what his own troubles may be, all add to their cost of doing business.

On the other hand, the dealer who is a booster for his business; the dealer who is a booster for his town and community; the dealer who will assist in organizing a local business men's association; the dealer who will subscribe for the trade journals and read them; the dealer who is broad enough in his views of business to concede to his competitor the right to be in business—all help to reduce the cost of doing business.

A TRADE PULLER.

Hardware dealers in towns and cities have a great chance to work up a good trade in sheet metal work with the farmers of the surrounding country, if they will only go about it in the right way. Everyone knows that in the country, where social life is not at its height, if one man buys a new horse, a new cow, puts up a new barn, installs a furnace, or, in fact, makes a new acquisition of any kind, his neighbors all come to inspect the article.

A hardware dealer recently started in to handle sheet metal roofing, ceilings, etc., and thought of various schemes to work up trade. He went to one of the most influential farmers near his town and told him he was going into the business, and offered to equip his house with eave troughing free, on condition that he would tell all inquiring neighbors who did the job and for how much they could have their homes done. The dealer mentioned the price that it would have cost the farmer in the ordinary course of business.

The countryman, naturally, agreed to a proposition of this kind and after the work was done his neighbors all inquired what it cost him, and it was not very long before the dealer had the whole countryside coming into his store requesting that he come out and measure their houses and barns to see how much the job would cost.

It takes nerve to adopt a policy such as this, but it usually pays in the long run. A well-done job is the best advertisement a dealer can have.

Window and Newspaper Advertising

Hints for Paint Displays

By A. F. Ericson

Many and varied are the window displays that can be made with paint, and well-written cards add much to the appearance of the window. Below are given a few suggestions for wording on cards, and short hints as to the arrangement of a window. The background and cans of paint can be arranged to suit the retailer, and any one of the following show cards will draw attention:—

"Every gallon under the brush leads to others."

A novel window may be made by suspending an old hat from the ceiling, under, or over which a sign reading,

"This covered a multitude of sins,"

can be placed. Alongside of this can be shown some cans of the paint you handle, with a sign reading,

"—— paint (name the brand) will cover a multitude of dark spots around the house."

Another design is to show a toy bank, filled with money, fastened to the wall, with a card bearing the words,

"This money was saved by using —— paint."

Show a wheelbarrow filled with cans of paint, and have a sign:

"We are pushing paint."

A window showing your line of paint neatly arranged, a broken drum, and a sign with the words,

"Can't be beat"

shows originality.

Arrange in the centre of the window a pile of cans, fit over this a man's coat and have a card:

"A good coat that always suits."

Another neat window can be made by arranging a pyramid of tins in the centre, and to one side have a football mounted on a couple of tins and a sign,

"Made to kick about."

On the other side of the pyramid have a couple of tins of paint and a sign,

"But no one kicks about —— paint."

In a window of paint can be placed a broken umbrella (one turned inside out) and a card with the words:

"This affords no protection against the weather. Neither does poor paint."

A window that looks attractive and at the same time serves two purposes, and is very seasonable at this time of year, can be made as follows: Arrange a baseball diamond, with a tin of paint placed at each corner. In the centre of the diamond have one or more brushes. Around the outside may be placed small displays of paints and specialties and baseball bats, balls,

gloves, chest protectors and mask neatly arranged. Place a card bearing the words

"—— paint makes a hit."

This card conveys two meanings.

WINDOW DISPLAYS IN SMALL TOWNS.

The retailer will never possess any other weapon which can be made as strong for fighting the mail-



The above window display of Jap-a-lac was arranged by J. A. SLAUGHTER, of the Interstate Hardware & Supply Co., Bristol, Tenn. Instead of displaying the cans in vertical position he placed them horizontally. This helped him to carry out that idea of a train of cars—see the top row. The engine is made of a couple of round cans. The train is going across the bridge (of cans), and through the span we see in the distance a beautiful country home, with the road running right under the bridge. The Journal is indebted to the "American Paint and Oil Dealer" for use of the illustration.

order house competition as his own show windows. The trouble at the present time seems to be that very few retailers outside of the big cities realize this fact, according to a contemporary.

In travelling over the country it is noticed that practically no attention is paid to the show windows in small towns. They have a glass front, but no window for display purposes. Thus an opportunity is lost every day for the very cheapest and best kind of advertising. In large cities business men pay hundreds of dollars per month for locations where their display windows must

be passed by the crowds. The retailer in even the smallest towns should make the same use of his windows, for, though the passing crowd is small, it is just as anxious to see what is for sale within the store and the price asked for it.

Retailers in most small towns seem more willing to spend their money to advertise to bring country people to town than they are to make up window displays which can be made at quiet times to attract the attention of people after they get to town.

It is probably inexperience which causes most retailers to hesitate about putting in show windows. This should not prevent a start being made, however. Remember that, while your efforts at trimming a window may not compare favorably with city windows which have been trimmed by men who command high

full of different articles bewilders the passer, and you get no results. Fill the window full, if you so desire, but let it be filled with but one class or kind of goods. Put in another kind the next week, and so on throughout the year. A little care will enable you to display everything at the right season. If you only have one article of some particular kind it will make a window display if you put it in the window and have the right kind of a window card to go with it.

HOW TO WASH WINDOWS.

Strange as it may seem, there is a right and wrong way to wash windows, and as this operation is usually dreaded, the following method will doubtless be appreciated, as it saves both time and labor:

Choose a dull day, or at least a time when the sun is



A Display by RICE, LEWIS & SON, LIMITED, Toronto.

salaries for their skill in this particular direction, they will compare very favorably with the windows of your less enterprising neighbor who has no display and probably has dirty windows to boot.

If you have no show window have one put in at once by all means. Have a glass back put in, so your store will be as light as ever, and then begin trimming up the window with something new every week. Remember that many people buy from catalogues because they think the particular thing wanted is not for sale in their towns. Make your show windows show them everything you have for sale, but do not put it all in the windows at one time. A window

not shining on the windows, for when the sun shines on the window, it causes it to be dry-streaked, no matter how much it is rubbed. Take a painter's brush and dust them inside and out, washing all the woodwork inside before touching the glass. The latter must be washed slowly in warm water diluted with ammonia—do not use soap. Use a small cloth with a pointed stick to get the dust out of the corners; wipe dry with a soft piece of cotton cloth—do not use linen, as it makes the glass linty when dry. Polish with tissue paper or old newspaper. You will find that this can be done in half the time taken where soap is used, and the result will be brighter windows.—The Storekeeper.

Publicity for the Paint Department

No matter how good the paint may be that the dealer puts into stock for the spring trade the number of people who will be aware of it will be limited unless ways and means are adopted to make the public aware of the fact.

Those who have not yet waffled out a publicity plan should do so at once so that when the season is over they will not be heard crying on the house tops to the effect that the summer is ended and their opportunities are past.

There are opportunities galore all over the country for selling paint. But opportunities themselves are of no advantage unless they are appropriated. To put prepared paints into stock and then sit tight expecting that people are going to fall over each other in their desire to buy them is a delusion. Every hardwareman will sell some paint whether he makes any effort to do so or not. Most people know when they want paint where they can purchase it. But there are a great many people who need paint who do not realize that they need it. Then there are others who know they need paint, but who do not know just what particular kind they need or where is the best place to buy it.

It is the office of the retailer dealer to be the guide and counsellor for all such people. And it is a simple

kinds which are supplied by manufacturers to supplement the natural adaptability of the cans of paint for display purposes.

Another of the retailer's potent forces is his newspaper advertising. Here his way is again comparatively easy. Every dealer has his local newspaper in which he can scatter abroad his announcements and do the necessary educational work. Typewritten letters are always effective when well done. And then

IT DRIES HARD

SENOUR'S

Floor Paint

dries over night so it can
be walked on next day
It's a great paint, and
wears like iron. Try a
can and you'll use Senour
paint forever after. Sold
only at

Mack's Hardware

Geo. A. McMurtry Co.

621 Talbot street. Phone 675

A Good Advertisement as far as the reading matter is concerned, but the printer's work is slovenly. Same as original size.

matter for him so to be. Many dealers are thoroughly alive to this fact and are acting accordingly.

One of his most potent forces is his window display. And there is no branch of his business which lends itself more readily to the work of display than his paint department. The cans of paint themselves, with their attractive labels, can be employed for most striking displays. But that is not all: There are the striking appliances, designs and materials of different

MAGLADERY BROS.

New Liskeard **HARDWARE** Englehart

We don't hesitate in recommending

Sherwin Williams

.=. Paints .=.

To those of our customers who are particular and to those who insist on having the very best in the paint line. Our experience with SHERWIN WILLIAMS PAINT has made us so absolutely sure that they are superior to all others for wearing, for covering, for good appearance that as soon as a person says "I want the best made," we at once recommend SHERWIN WILLIAMS PAINT. We have been selling this brand of paint for nine years and we have yet to find one customer who was not more than pleased with it. That is rather a good sign that the Paint is all right, isn't it? If you have any notion of painting your house, barn, verandah, floors, or anything, perhaps we could be of some assistance to you in suggesting color combinations, etc. It won't be a bit of trouble to us any way so we will be glad to have you come in and talk paint. We have an idea that we know a thing or two about paint, and may be able to give you a pointer.

Here's a recipe worth knowing
Seven pints of turpentine oil and one pint of turpentine thoroughly mixed makes a good solution for keeping flies off horses and cattle.

Do you need FENCE or FENCE WIRE?
We have a very large stock on hand and it is all No. 1 Cleveland wire. The price is right.

Here is something else worth knowing
No one Beats Our Prices or Our Goods.
It is a point of honor with us to see that our customers buy HARDWARE that is of the highest grade and at a price that is as low, and often a little lower, than they would have to pay elsewhere.

Look over this list — Screens Doors and Windows, Refrigerators and Ice Cream Freezers, Lawn Mowers, Hoes and Sprayers, Rakes, Hoes, Spades etc. Everything for the garden and lawn.

Out of town customers will find that we give very prompt attention to letter orders. Just tell us what you want and what station to ship it and you will be surprised how quickly we will handle your orders. We are making a specialty of prompt shipping.

MAGLADERY BROS.

New Liskeard **HARDWARE** Englehart

A Good All-Round Advertisement, which is creditable both to Magladery Bros., and to the printers. One-third original size

there is the immense amount of excellent and "reason why" literature which the manufacturers supply, which should be placed in the hands of every probable customer.

With two such potent publicity forces as the window and the advertisement at his disposal, the hardwareman who cannot gather in a large amount of business for his paint department must be exceedingly lacking in enterprise.

FEATURE STANDARD ADVERTISED GOODS.

While it is undoubtedly a fact that more than an average profit can be made on merchandise that has not made a reputation, it is also a fact that the buyer who in his desire to make large profits neglects standard and well advertised articles that pay a smaller percentage of profit, is making a vital mistake.

Many buyers fail to realize the importance of keeping in stock a proper assortment of such goods as the public are familiar with and have the manufacturer's name and reputation behind them. As a rule this class of goods gives perfect satisfaction to his customers, and a buyer should be just as anxious to secure his customers from dissatisfaction as he is to insure his stock from fire.

Paint and Varnish Trades

System in the Care of Paint Stock

By F. J. Yarrow

Do dealers generally pay enough attention to their paint stock? Probably those who are the most guilty in this respect will be the first to cry, "Why, there is nothing wrong with mine." But just think a bit, you, who are so sure.

Leave your desk, or counter, for a moment, and walk over to the paint shelves. Glance your eyes along the tins; look at some of the covers. Is there not more dust on them than you imagined to be the case? Are not one or two of the labels torn. Just remember how nicely assorted the tins were when the last shipment was put into stock. It is true that many orders have been supplied since, but now the matter is mentioned, don't you think that there is greater disorder there than the occasion warrants? Are not the greens rather hopelessly mixed up with the browns and the reds. And by-and-by, considering how well maroon has sold this season—it must be the fashionable color in your district for the time being—are you not very shy on the shade. You seem to have a very heavy stock of that light oak stain. The tins, too, are very shop soiled. You must have had them on your hands for some time. What made you load yourself up so heavily? Were you offered special (advantages?) terms by the traveller for taking a large quantity?

Go to the front of your store, Mr. Dealer, then look carefully at the paint department. Does it strike you that you have selected the best location for your stock? Does it command the best light. Would a customer coming into the store be liable to miss the paints altogether, and, if not, is the display so pleasingly arranged that his interest is aroused forthwith? Then go back to your desk or counter and think about it.

Do you keep a "wants book" for your clerks to use, a stock check book, and how often do you sort up the stock? In fact, when it comes down to plain talking, have you any system at all for keeping your stock in good order.

Care of the Stock.

It is just as imperative to take extreme care of the stock, as it is to let customers know that paint is carried. Kitchener conquered the Soudan because he made certain that as his army advanced his railway lines followed close on its heels so that supplies were always up to the base of operations. In the same way the merchant who takes extreme care with his paint stock, and watches every drain upon it, is in the best position to get full measure of success from his paint publicity and the selling powers of his staff.

An instance of the folly of not keeping tab on the stock was forcibly brought to my notice in a store the other day. A clerk was showing a customer a color card illustrating the range of colors carried, and at the same time was talking so convincingly as to the benefit of paint, and on the suitability of a certain shade of green for the customer's purpose, that not only the latter, but myself, too, were forcibly im-

pressed. I could not help feeling that the clerk was not only well grounded in the selling points of paint, but that he was enthusiastic likewise—the most powerful combination. As I anticipated, the order was given, and the clerk went away smiling, to get the paint. But he came back with quite a different expression.

"I am sorry to say," he said, "that we are quite out of that shade. The boss forgot to sort over his stock last week, and there has been such a run on that green that we are entirely out. But I can quickly get you some from the manufacturer."

The customer was naturally very disappointed, and refused to wait for the paint, or to take any other kind. Thus not only was the store given a black mark by the customer, but fine salesmanship on the part of the clerk was utterly wasted.

Importance of Supervision.

Strict supervision of the stock is one of the most important principles of a successful paint department. Merchants within easy reach of the manufacturer should check over their stock at least once a week, and instead of waiting until the sorting order amounts to

There are many people who are as blind to the fact that their buildings need a coat of paint as others are to the fact that they need religion. It is up to the hardware dealer to enlighten them.

a fair-sized consignment fill up at any time. Dealers who are not so favorably located cannot do this, but it is possible for every man to keep such a systematic tally on his stock that at no time is the danger run of the line being completely cleaned out. Besides the careful watching of a stock means a saving to the merchant, as by that means he can buy more lightly. In these days of many shades, and brands, it is a big undertaking for the average man to carry a large assortment of each kind. It means the expenditure of many hundreds of dollars, unless the range is cut down, and this latter course is not commended because the more comprehensive the stock the better the chance of interesting a customer. If reflects against a store to tell a customer that a certain shade is not handled. The latter might turn round and say that the rival man is keeping it. It is imperative, therefore, that the merchant should carry a comprehensive range, but he can neutralize this by buying lightly in each kind and protect himself by most careful sorting up. He must keep an eagle eye upon every order going out though, and watch his stock most carefully. This means worry, but it also means that his money is turned over more quickly.

Stock Keeping is System.

The keeping of a stock in good shape is simply a

question of store system. Just as a dealer has a system in his sales, so he should have one in his stock. He can best tell from his paint demand how often the stock should be gone through. But if he decides on a weekly, bi-weekly, or monthly checking, let him carry it through the whole year round as a part of his complete system, and not do it when the consumptive demand is at its height, and neglect it when trade has slackened off, for that is the time when a bad selling mistake is most likely to be made.

A stock check book is easily kept. Every sale should be entered at once against the number of tins carried

paint tins should be clean and bright looking, as for the merchant to keep his silverware free from tarnish.

Location of Stock.

A point bearing on the care of the stock is the one of the best location for the shelves. Here is where many merchants make a mistake. They may not transgress on the question of keeping stock clean, but they possibly do on that of location. The situation of the stock is everything.

"Tell me," said a manufacturer, "where a dealer keeps his stock of paints, and I know at once what value he puts upon it as a profitable investment." His



Interior of the Store of J. C. STEWART, Grayson, Sask., with inset of store front in the upper corner. Note the arrangement of cans of paint.

of each particular shade. Thus the merchant at the end of the day can see at a glance in what direction the drain has been without calling over the whole of the stock, and be ready to sort up at the right time. To my mind the success of a paint department depends upon the strictness of the check made on the stock.

As for the care of the stock, it is surely not necessary in these days of progressive paint selling to insist upon the absolute necessity of keeping tins clean, and free from dust. We associate paint with cleanliness. In our selling arguments we demonstrate how paint freshens up a surface; how it drives away all dirt; and makes sanitary what was insanitary. How can this be impressed upon a customer when at the same time a clerk is furtively wiping a tin on his coat before showing it to the customer. It is worse than a store calling itself "the house for paints" and having an exterior that looks as if it never had a coat of paint. Besides, a dirty looking tin gives a customer the impression that the stock is old. As a natural sequence that the merchant cannot have much demand for his paint, and that therefore the customer has made a mistake in going to him. It is just as essential that

meaning is easy. The man who thinks that any location in the store is good enough for his paint, who does not stop to consider the question of light, easy access for the customer, and general harmony of surroundings, has a poor opinion of his paints as a revenue-producing proposition. What success can this man possibly have with his paints? In his ignorance he condemns them from the first. And what does the customer think? We are prone to impressions. If one man shivers we are inclined to shiver likewise. The merchant by inference shows that he is not enthusiastic over his paints, therefore the customer gets chilled before the sale is completed.

But what a contrast is the man who is convinced that he has a great source of revenue in his paints, and being progressive, pushes them for all he is worth. No sooner is the customer inside the store than he is confronted with the stock. Placed in a most prominent position, and given all the light, both natural and artificial, that is at the command of the merchant, there is no mistake that here is the store for paint. The customer's attention is at once attracted. Presuming that he entered the store for some other article, he is, for the moment taken away from that article and

it made to think of paint. He is impressed with the display. He commences to feel the influence of the merchant's belief. The merchant shows that he wants his paints looked at, or else he would not place them there or keep them in such order. The customer commences to think of painting, and the seed is sown without any advertising propaganda, or selling campaign on the part of the merchant—simply his belief in paints as shown by the position and care of his stock.

Take care of the stock; value it as the biggest plank in the paint selling forces at our command, and the battle is more than half won.

Courting the Spring Paint Trade

By L. R. Greene

The Sherwin-Williams Co.

The old days when paint was considered an unimportant side line in the hardware store are fast passing away. Most of our progressive hardware merchants have found that the paint department, if properly handled and developed, is an exceedingly profitable part of their business.

The sale of prepared paint is usually the backbone of the sales of such a department, and the profit of this staple is very much better than on other staple lines such as nails, wire, etc., and as a paint stock can be quickly turned over, the profit at the end of the season usually amounts to a very handsome sum. Then, too, the handling of a full line of good paint brings so many customers to your store that it is valuable on that account. It helps you get in touch with those people who are renovating or improving old property, or putting up new buildings, and so you have the opportunity to sell them many other lines. It is an advantage for a hardware dealer to put himself in a position to take care of all the needs of the man who is building. If he cannot do so, the possible customer may go to other stores to buy one certain product and in the end be persuaded in buying there of practically his whole supply.

Special Effort.

To get the best out of your paint department, a little special time and attention must be given to it. This is the season of the year when a little special effort will bring very profitable reward in the way of increased business. The first thing to do, of course, is to look over your stock and see that it is complete. In putting in a paint department, it is best to start with some well-known concern whose goods are of the very best quality and widely advertised. A very large investment is not necessary to enable you to put in a fair size stock of house paint, and a few of the special shelf goods line, such as more generally called for, and from time to time you can add to your stock, keeping it all under one label and all of the one best quality. This is much the best policy in your paint department, for if you handle several different brands, you are not able to carry a stock of any one brand sufficient to take care of your customers properly, and when you sell a can of one brand, it only advertises that brand and does not help you sell all the other lines on your shelves under different labels. On the other hand when you handle only one line and a complete stock of that line, every package sold advertises that line to your customer and makes it easier to sell him everything he needs in paints and varnishes.

Make Stock Complete.

But to return to spring plans: First be sure that

your stock is complete, then see that it is arranged in a prominent part of the store so that the customer coming in will know that you handle a full line of such goods. Be sure that your manufacturer supplies you with sufficient color cards, display cards and hangers, put them out on the counter and on your show cases, or in other prominent places. This kind of advertising does good missionary work for the customer who comes to buy some other feature in your stock. When the spring opens up nicely and the fine weather comes, be sure and trim an attractive paint window. Don't let it stay in longer than a week, then put in another display a couple of weeks later. If you have a double window, it would be well to have at least one window trimmed with paint every second week during the painting season.

If you are a newspaper advertiser, obtain from your manufacturer some electrotypes advertising the brand



L. R. GREENE, the writer of this article, is Advertising Manager of the Sherwin-Williams Co., Cleveland, O., but he is to be transferred to a similar position in the Montreal office of the same company. Mr. Greene is a Canadian by birth. He started his business career with Peter Bertram, hardware, Hamilton, and was with him for five years. At the end of that period he migrated to Toronto, where he was with the Vokes Hardware Co. for five months. When the Sherwin-Williams Co. started their Toronto office, under the management of Alex Sclater, he was offered a position with that company, which he accepted. Being fond of drawing he used his talent in his spare moments making sketches referring to the company's business. This coming to the attention of the Cleveland office he was ultimately induced to join the advertising staff there. That was thirteen years ago. Now, as already noted, he is returning to his native land.

that you handle, and see that at least part of your usual advertisement talks paint.

Make up a careful list of property owners who are likely paint buyers, send to the manufacturer of the goods that you handle, and get them to send out some circular matter, talking the use of paints and varnishes.

Be a Missionary.

Do a little missionary work yourself. Mention paints to your customers when you are selling them other lines, and find out whether they are interested in having their house painted this season. Send one of your clerks out or go out yourself to that part of your town where there is likely to be some of the houses needing paint, and make a memorandum of the names of the property owners owning such houses; send these to your manufacturer and get them to write special letters, calling attention to the advantages of economy of keeping buildings painted and directing them to your store for purchases.

In your efforts to get after the paint business don't

think that the bulk of the business is on the lines for the use of the outside of buildings. Remember that the interiors offer splendid opportunity for profitable sales. Advocate the use of interior wall paints which have lately come into vogue and which are very durable and absolutely sanitary, as they can be readily washed and cleaned. There are all kinds of floor finishes for different styles of floors, and varnishes for the refinishing of doors and woodwork, varnish stains for refinishing furniture, and enamels for cupboards, woodwork, etc.

This spring will offer unexcelled opportunity for getting out after the paint business vigorously. Nearly all our towns and villages are growing, which means new buildings, and too, the present prosperity allows the owners of old homes to repaint and renovate.

HE WOULD HAVE GOOD CLERKS.

"If I were in the retail business," said Mr. C. N. Haldenby, of Sanderson Pearey & Co., to the Journal, "the first thing I would do would, of course, be to see that I was handling only a strictly high grade prepared paint. The next important thing would be to have a couple of first-class clerks—young fellows who can sell goods. I would have them become acquainted with the customers that come in and find out what they were doing, whether building a house, repairing a house, or just having a regular spring cleaning. Then they would know just what to sell them. The clerks should be instructed to ask customers who in their neighborhood was doing the same thing and what friends of theirs' owned their houses, and if there was any possibility of them doing any improving, either inside or out. Thus the clerk would show that he was interested.

"To advertise my goods, I would distribute circulars from door to door in my neighborhood, calling attention to the quality of my goods and the attractive prices. Then, of course, I would use my town paper, inviting people to come and look over my line.

"Naturally, I would make a window display, and in this would use extensively the advertising matter furnished by the makers. These add greatly to the appearance of the display. In the arrangement of the tins, I think the pyramid form is about the best that can be used. Along with the paint I would certainly show a line of brushes, floor wax, cotton waste, varnish stains, fillers, sand paper and other specialties.

"Missionary work is to be commended, and I would devote considerable of my time to getting out and canvassing the people I heard were contemplating brightening up the appearance of their houses."



Selling Paints Intelligently

By Edwin Dowsley

A. Ramsay, Son & Co.

The retailer in any line of merchandise may safely be allowed to know more about disposing of goods by retail than the wholesaler or any other outside party. While that is conceded, the retailer will admit that no one man knows it all, and that the wholesaler is as keenly interested in the sale of goods by retail as is the retailer himself. The lives of both depend on it.

A better feeling is growing every day between the wholesaler and the retailer, as each learns to understand better the other. And this is evidenced in no better way than by the numerous advertising helps being put out by the wholesaler. Probably in no line of business are these helps more specifically detailed and dealt with than in the paint business; compulsory, no doubt, from the particular nature of the line, demanding extensive color schemes, color cards, and many minute instructions, the enormous cost of which is not fully appreciated by the retailer.

The Use of Helps.

The wholesaler of paints—or as we shall better term it now, the manufacturer of paints—has felt for some time that his advertising helps are in many instances rendered abortive by coldness, or indifference, or by the "too busy" retailer.

Without doubt this condition of lack of appreciation is being rapidly corrected, and with the growth of trade in mixed paints and specialties there are many merchants studying the question closely, with the result that their paint business is growing with enormous rapidity, and hundreds of retailers to-day are making splendid use of every bit of advertising matter and suggestive helps sent out.

A paint dealer will do well to recognize that a great deal of education is involved in correct house painting. This education is not easily acquired, but much may be learned by observation, and it is interesting.

Color Schemes.

In a broad way, how many clerks in paint store have three, two or even one color scheme in their mind to put before a customer who wants to paint his house. It is easy to imagine, and indeed it is a fact, that many a man or a woman goes into a paint store wholly unprepared as to the color he or she is to use. Such a person wants help. This help can only be given, that is, given in a manner that begets confidence, by a man who has given a little attention to color schemes. A color combination suitable for an old-fashioned colonial residence would not be applicable to a bungalow. A house standing back in from the road surrounded by trees may be painted differently from one close upon the street line in the glaring sun. Much of this information can be gained from the many color schemes put out by the paint makers, their suggestion booklets from time to time, and also by the cultivation of a little taste and close observation of the houses standing all about one.

Clerks Should Observe.

Let clerks in the paint stores observe the houses they pass on the street. Ask themselves why it is painted so and so; is it gaudy or quiet; is it good or bad; would it look better this way or that way. Not, of course, to get too critical, but to get understanding. He will find it a pleasure and a profit. Then, in the store, let him pick out his colors. Such and such for good body colors, such for trims, such for the roof, and also for the blinds. When a customer comes in,

he can put his colors out with confidence, he will have some reason for showing his particular schemes, and his own confidence will beget confidence. This, of course, applies to the undecided customer. If a man knows what he wants, let him have it, but if he wants help give it to him.

By a little study along these lines, dealers would also be able to trim their stocks more compactly to fewer colors. The quantity sellers would be the body colors which would be carried mostly in large packages, in a few colors. Then the trims in more colors, but smaller quantities, and so on as the respective local trade demands.

The paint line rightly handled is productive of much business and much profit.

Co-operation—the Spirit of Progress

By Frank H. Brown,

Manager Sales and Advertising, Lowe Brothers, Limited

One of the world's highest authorities on business matters said one time that over 95 per cent. of the retailers fail annually. By failing, he meant that they fell short of making a success in a big way—they merely made a living. Seems a startling statement that, yet the statement is not half so startling as the fact that only 5 per cent. of the men connected with the retail trade really succeed in the true sense of the term. Among manufacturers the conditions are no doubt similar. Conditions have, however, improved, and are growing better year by year.

A decade ago there arose in the business world a call for higher standards of efficiency. The call came from offices, from factories, from banks, from stores, from all departments of the commercial and industrial world. Thinking men, magazine writers and commercial schools have done much to answer that call. Men in business are to-day better trained than ever before. It means more to make good to-day than it did ten years ago. It will doubtless take more to make good ten years from now than it does to-day.

The Call for Co-operation.

But with the attainment of higher standards of efficiency among manufacturers there goes forth a new call to the dealers—that vast body of men on whose shoulders rests the burden of final distribution of products. The one word which, better than any other, expresses that call is Co-operation.

The law of co-operation means the seizing of the opportunity at your end of the line. For example: John Jones casually remarks that it is his intention to paint his house a month or so hence. The live retailer takes note of the fact, and realizing the power of good literature, sends the name and address of John Jones to some paint manufacturer. Silently these little missives prepare the future course of the prospect, and the result is a certain sale.

If the cable between Canada and England was separated by a crevice one-tenth of an inch in width the people of the Mother Land would wait in vain for our messages.

I am speaking for the great body of manufacturers when I say that we have something to say to the consumer continually. These messages can only be sent by co-operation on the part of local dealers. If that co-operation is lacking the cable is broken and the most

convincing message wastes its strength, like the flower, "on the desert air."

To plough the ground in spring is not sufficient. It must also be carefully harrowed and seeded. And even all this toil would be useless if in the end there were no machines to gather the harvest.

Some Retailers do not Reap.

Many manufacturers are ploughing and seeding faithfully the ground for their products, only to find that the retailer through some reason difficult to understand, refuses to gather the ripened grain.

It takes often six months to a year to prepare a good business bringing series of brochures, while it does not take but very little of the dealer's time to display, or to distribute the same series to advantage. Yet there are many retailers who are blind utterly to this spirit of co-operation, and who relegate to dusty corners and to dark recesses, pamphlets and booklets, and other advertising matter that might, by even ordinary display, prove big factors in expanding business.

Reckless Waste.

I have seen beautiful metal agency signs used to stop up knot holes in the floor, attractive galvanized iron field signs replacing a warehouse broken window, and color cards, booklets, and other good printed matter, that were the result of infinite pains and time and money, thrown about recklessly and not doing duty because the retailer did not live up to that great golden rule of business—"Faithful Co-operation."

On the other hand, I know dealers in small cities who are brimful of the co-operative spirit, and it is a pleasure and a profit to any manufacturer to send them good advertising matter. They are keenly alert

It is quite proper for every hardwareman to be consumed with an ambition to paint his town red—or any other color that will suit the artistic tastes of his customers. He should, however, advertise the fact. Customers can scarcely be expected to know it unless they are told.

to every prospect, and we, as manufacturers, are ever willing to make our good money with their good energy.

All dealers should line themselves and their stores up with the big concerns whose goods they handle. A manufacturer can spend only a certain amount on advertising. If 50 per cent. of the advertising fails to perform its purpose through the lethargy of the recipient, it simply means that the "live wire" dealer is just getting one-half as much free advertising as he would otherwise get.

One expert has said that less than 5 per cent. of advertising matter hits the mark it was intended to hit. He gives as his reasons (a) poor copy, (b) poor distribution, and (c) illogical quantity.

Poor copy has been sufficiently descanted upon by the copy specialists. Poor distribution, however, has not received due attention, and distribution means nothing more than "Unfaithful Co-operation."

Conducting a Paint Department

By R. B. Johnson,

Pinchin-Johnson & Co., Toronto

A paint manufacturer should look at this phase of the question from the retailer's standpoint, and in considering it in that light, he has to place himself somewhat in the dealer's position and see things through the retailer's spectacles.

Locality, of course, governs a dealer's paint stock, and what one retailer could do to advantage, another one could not. However, the most essential thing for the dealer who is anxious to build up his trade, is to



R. B. JOHNSON
The writer of this article

secure the agency for a high-class ready prepared paint and stock the line of the manufacturer in its entirety. Then co-operate with the manufacturer, i.e., take all the help he offers, but do not let him do all the work. The dealer must do his share and those dealers who are working with the manufacturer are increasing their sales immensely.

In a good many instances the dealer does not attach sufficient importance to his paint stock. He places it away in some out-of-the-way corner in his store, where it is inconvenient to get at and hard to supply customers' wants speedily, which causes many sales to be lost. A customer may come into a store for, say, a hammer, and if he saw a nicely arranged paint display, it would most likely suggest some painting he had to do and he would purchase the paint then and there. Dealers should make it a point to properly display their stock and instruct their clerks to suggest the use of paint to customers when buying other goods. Retailers who do this find their paint department is the most revenue-producing branch of their business.

Illustrations of well-arranged paint stocks and window trims are frequently shown in the trade papers, and retailers should endeavor to follow the examples set by other paint dealers. Why, for instance, should display space be taken up with ugly kegs of nails shown in front of the counters? And why should the \$15 or \$20 a week clerk wait on a customer who wants a few pounds of nails, when he can refer the customer to a boy who is drawing only \$8 or \$9 a week. The high salary man can make more money for his employer if he will devote his energy to selling paint and other lines on which there is an equally high margin of profit.

Naturally, the front of the store seems the best place for displaying paint at this season, but there are some times instances where it is impossible to do this. The front is the most suitable, but there is no reason

why a paint stock towards the rear of the store, if arranged in good order, should not be productive of equally as good results. Having the stock at the back means a little more introduction, for people usually wait at the front of the store for their purchases. I know of one dealer who has his display at the back and he has so arranged his counter displays that customers are naturally drawn towards his paint department, and, as his stock includes a full line of specialties and is most attractively arranged, buyers do not hesitate about going to the back. It's largely a question of arrangement and having everything bright and neat.

Salesmen frequently fail to realize the value of color cards and other advertising matter. These cost a great deal of money and are intended to be distributed to probable users of paints with the aim of producing business for both the dealer and the manufacturer.

The Canadian consumer has got to the point where he demands a higher grade article than he has been accustomed to using in past years, for the simple reason that he realizes that in a cheap article he gets what he pays for and no more, sacrificing economy and ultimate satisfactory results. This applied almost everything. It necessitates a slightly increased first outlay, but the ultimate results are economy and satisfaction. In ready prepared paint this is particularly true. The cost of the paint is not the first thing to be taken into consideration. The expense of putting on a cheap grade of paint is just as great as putting on the higher grade material, and much more, because a skilled mechanic can apply more paint of good quality than he can a cheap, inferior grade. This means a saving in the cost of both labor and material, owing to the high quality paint covering more surface and the economy due to the durability of the better grade making the paint last a much longer time.

Hardware and paint dealers are gradually realizing the advantages to be gained by handling a paint of strictly high-class quality and are finding it more profitable to sell ready prepared paints than lead and oil in bulk. They are certain of supplying their customers with reliable goods if they stock the ready prepared article. The makers name and reputation, represented by the label on the package, is a guarantee of quality. The lead and oil proposition has got to a point where the dealer does not know whether these are pure and of what grade. If he handles these lines and supplies doubtful material, they are liable to secure for him many dissatisfied customers.

Beauty is only skin deep, but it isn't only the thickness of the skin that makes it. It's the kind of paint and the way it's put on that makes the Sherwin-Williams' aduminum paint the leader of all others. S-W aluminum paint can be used on either wood or metal surfaces. Has no offensive odor. Withstands extreme heat or cold. Does not discolor. Very durable. Paint man claims he wouldn't sell the S-W aluminum paint if it wasn't the most satisfactory to use.—Lawrence Paint Co., Binghamton, N.Y.

* * *

Good results is what everybody is striving for, no matter in what channel of activity it may be. If you are after satisfactory results from the use of paints, success will crown your efforts if you insist on getting the Imperial mixed paints, for which we are the exclusive selling agents in this city.—Tuttle Paint & Glass Co., El Paso.

Know the Paint you Sell

By T. F. Monypenny
The Imperial Varnish & Color Co.

If I were in the retail business, the first question I would consider in my paint department is quality. This is the important feature if a man is to make a success of the line. I would handle the paint of a house that turns out a high-class article, a house that gives a good reasonable proposition in advertising and one that will back its goods with a good guarantee and stand by the retailer to the finish.

I would co-operate with the manufacturer at all times and call on him for assistance at every opportunity. Paint manufacturers are anxious and willing at all times to help the retailer and will do all in their power to create sales. Co-operation is one of the things most essential to success, and unless the retailer will work hand in hand with the maker of paint, he cannot make the most profit out of his line.

Bring Paint to the Front.

With the first sign of spring, the paint should be brought to the front shelves in the store, and the department made as attractive as possible. See that the labels on the tins are clean and make good use of the color cards and display signs furnished by the firm whose paint you are handling, instead of having them lying loose all over the counter, or thrown in a heap at the back of the store or down cellar.

When the new shipment of paint comes in, the old stock should be taken down, and any tins with soiled labels put to one side and put under the counter where they can be got at conveniently. Those cans that are clean and neat can be put back on the shelves in front of the new shipment. Sell the dirty cans first. A soiled label on a tin does not lessen the quality of the contents; paint that is a year or two old is often better than new stock. In this way your stock is being constantly turned over.

The different literature and instructions furnished by the manufacturer should be carefully read, both by the proprietor and his clerks.

Get a Knowledge of Paint.

There are many men in the hardware business who do not know what paint is made of, how it should be reduced and how to apply it. All this information is contained on the label or in some of the literature. Dealers who handle our line have written us asking questions along these lines, and when we told them it was on the can they were very much surprised and said they did not notice it.

Know your goods. When a customer sees a retailer knows what he is talking about, he places his trust in him. A man may come into a store wanting some wall finish, but is uncertain what to use and wants the dealer's advice. If the latter also is uncertain and recommends the wrong article, the job is sure to prove unsatisfactory, and the customer is sore on the dealer.

A Case in Point.

One of the best cases I can cite, showing that it pays to know your goods, is that of the manager of the paint department in one of our largest departmental stores. This young man was formerly connected with a correspondence school and was offered the position as manager in the paint department of this store. He knew absolutely nothing about paints and paint specialties, but was a good buyer and an ex-

cellent salesman. After accepting the position, he spent a day in each of the factories manufacturing the lines his firm handled, and went to assume his new duties. He learned thoroughly the composition of the different articles, their various uses and good selling points, and to-day he is considered by his firm to be the best man they ever had in the department.

Displaying Paints.

Now, as to window displays. This matter depends entirely on local conditions, size of window, etc., but any retailer, by giving the matter a little careful thought, can arrange a window that is sure to please the public. Every manufacturer furnishes excellent material for making a good window and the aid of the traveller can be solicited in arranging the display. Unfortunately, there are not many paint travellers who are expert window dressers, but some of their suggestions are very valuable and can well be followed out.

There are many other methods and schemes a retailer can follow in conducting a successful paint campaign. I have given a few of the main ones and those I would consider most important were I in the retail business.

GETTING AFTER PAINT TRADE.

Now is the time to start pushing varnishes and paints. In the course of a week or two, spring cleaning will commence, and while the man of the house will be in the backyard, dressed in all his old clothes and thinking between whacks where all the dust in the carpets came from, the good housewife will be thinking what colors she is going to paint her rooms and

When farm and other buildings are shabby for the want of a coat of paint it is evident that the education of their owners has been sadly neglected. The local hardwareman should be the educator.

what stains will look nicest. All the paints and specialties should be brought to the front and the windows and counters and shelves nearest the door given up to these goods.

Many hardware men follow the plan of securing the services of a young lady to demonstrate specialties to customers and with good results. Often the firm whose line you handle will send a lady but, if this cannot be done, it pays to have a lady from your own town do the work for a while.

In the matter of advertising, the town papers, of course, should be used. Then, too, a list of prospective customers should be compiled to which to send advertising literature.

The big thing at this season, however, is outside or "missionary" work. This method, when followed in the right manner, is productive of better results than any other. Every dealer should take a walk through his town and make a note of new houses nearing completion and of old houses that need repainting. Then get out and canvass the owners.

A tailor, unless he knew a man really well, could not come up and say, "Here, Smith, that suit, or overcoat you are wearing is looking pretty shabby. Don't you

think you'd better have a new one?" Likewise, a grocer could not say to a man or woman who was not a customer of his, "That breakfast food you are using is not as good as some I have." If accosted in this manner, almost every person would get angry.

And with a hardware man or paint dealer, the situation is altogether different. Nearly every man, no matter who he is, takes a personal pride in the appearance of his house and his vanity on this subject is easily touched. Therefore, a paint dealer can approach a man with no fear of insulting him. For instance, a man's verandah needs touching up. If the dealer calls on

the station I noticed a couple of new houses almost finished. When I got to the store, the dealer told me he did not think he would give me an order. He was handling another brand which, he stated, was giving satisfaction to his customers.

"During our conversation I asked him if he had secured the order for the paint required for the two new houses near the station. 'No,' he replied, 'the owner always buys lead and oil and mixes his own.' I suggested that we both go down and see the owner of the houses and talk ready-mixed paint. Mr. Dealer consented, so down we went and saw our man. Before we



The Paint Department of the Webster Hardware Co., Hamilton, agents for Minerva Paint

him and says, "Jones your verandah is looking pretty bare. Do you not think it needs a fresh coat of paint?"

The man may state, "Why, I just painted it last year."

"Well," might say Mr. Dealer, "who ever did it made a poor job or used an inferior grade of paint. It certainly needs it again."

A couple of statements such as these should not offend any man, and if he is at all particular about his house, the order is likely to be secured. Then, the chances are that the man would not have noticed it particularly and likely would not have painted till next year or perhaps for two years. If painted this year, the house will likely need it in another couple of years and, if satisfaction has been given, the order is almost sure to come your way.

An instance of where this method of getting after trade has been successful is shown in the following incident, related to the Journal by a well-known paint traveller.

"I had dropped off at a small town," said this traveller, "to try and sell a line of goods to a local dealer who was not handling our line. On my way to

left the dealer had secured an order for about \$50 worth of paint as a result of this 'missionary' work.

"Naturally Mr. Dealer gave me an order, so you see it meant money for both of us."

There is no reason why every dealer cannot follow such methods as these, with equally good results.

The best thing about business secured in this way is that it is new business, business which would likely not have come at all, and if the work was done, the chances are that some other retailer might have got it. Then, too, if the paint gives satisfaction, it means that the customer will call again for his future requirements in the hardware line.

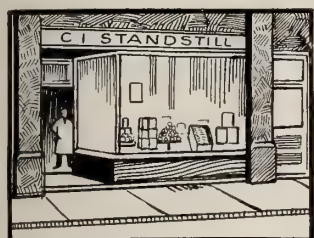
Mr. Farmer, brighten up your wagon, tools and buggies. Sherwin-Williams wagon and implement paint for wagons and tools. Sherwin-Williams buggy paint for buggies. Things well painted show prosperity. You are prosperous. Use paint. Get it from us. All kinds. Glass, too.—The Lawrence Paint Co., Binghamton, N.Y.

What Progress Have YOU Made in 10 Years



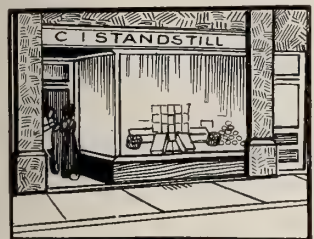
FIRST YEAR

Started in business with new store, new stock and bright prospects.



SECOND YEAR

Doing a fair business, but not quite as much as had been expected.



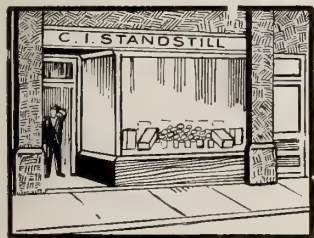
THIRD YEAR

Same store, good location, but business hasn't grown any. Many customers not regular buyers.



FIFTH YEAR

Still at the old stand. Profits really should net higher on amount of business done.



TENTH YEAR

Can't figure out why other merchants make more money, yet charge same or lower prices than he does.

Some merchants who started business same year as you, have seen their business and profits grow bigger and bigger month after month every year. Others have done "fairly well," making a bare living. Still others have "progressed backwards."

In Which Class Do You Belong?

Have you ever stopped to figure up—to see if you are getting ahead? Your yearly turn-over is how much? Say \$30,000. And you figure to net at least 10 per cent. profit. That's \$3,000 a year. In 10 years you have EARNED total NET PROFITS of \$30,000.

What have you got to show for it? You OUGHT to have a good part of that \$30,000. Have you? And you ought to be doing a bigger business with larger profits now than ever before. Do you?

Whether You Succeed or Fail Depends Entirely on Your Methods

If you are not following the right methods you'll make no better progress this year and NEXT year than you have in the past. And your profits will still be *in the future*. You can't "get ahead" by following the methods of unsuccessful merchants. No use trying. You MUST do as successful merchants do.

Successful Merchants Put a Receipt in Every Parcel

And because National Cash Registers provide the quickest and most accurate method of issuing receipts with every transaction, most successful merchants use the NATIONAL system. Why don't you? Don't say you "can't afford it." The reason you "can't afford" a National Cash Register is *because you haven't got one*.

Ask About the New "Get a Receipt Plan" and Write for Free Booklets.

National Cash Register Co.

85 Yonge Street, Toronto

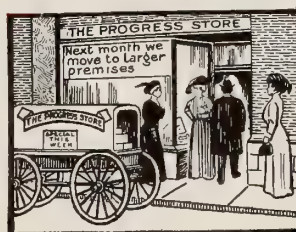
Canadian Factory at Toronto

J. C. LAIRD, Manager for Canada



FIRST YEAR

Started in business with new store, new stock and modern equipment.



SECOND YEAR

Prompt, careful service makes business grow—needs bigger store. Customers like his methods.



THIRD YEAR

New store—more customers than ever. Gives a receipt with every purchase. No losses.



FIFTH YEAR

Profits saved in five years enable purchase of better location and erection of own building.



TENTH YEAR

Business well established in new store. His methods attract crowds. Earnings very large. Success fairly won through better service.

Canada's Excessive Fire Rates*

By W. G. Wright

The hardy perennial, objections to fire insurance rates, is ever with us. Excessive insurance rates are a burden to every line of business and probably the hardware and the lumber goods trades have the most reason to raise objections. The hardware trade get it in increased cost of their products because rates on iron manufactures are excessive and the wholesaler and retailer get it again and this makes selling charges high.



MR. W. G. WRIGHT

This insurance rate question is much like our good old reliable Canadian thistle, its roots seem to run almost to China, and like the thistle I believe with the insurance rate question, it is a case of grasp the hardy thistle close or grasp it not at all. It will require skilful and thorough cultivation to eradicate the thistle, and it will require scientific and drastic action to ameliorate the greatest, most useless, and most excessive tax we have to-day, that represented in part by the moneys paid insurance companies.

Question of Reduced Rates.

I full well know that it is useless to look to insurance companies to reduce insurance rates. Roughly, sixty dollars of every one hundred dollars they collect go to pay losses, and the balance is used to pay agents' commissions, head office salaries and profits. Your local agent may sometimes assist you in getting a lower rate on a risk in order to hold the business or to get a slice of business from his opposition, but except with such an object in view an agent is a fool who sets out to reduce rates and the up-to-date agent fully knows this and acts accordingly. The whole proposition gets back to the old story of the nest of larks in the farmer's corn. They were in no danger while he depended on neighbors or relatives, or in fact on the other fellow to do the harvesting, but when he determined to do it himself, Mother Lark moved in the morning. In this question, too, it is up to you and you only to examine into the problem and work out its solution.

Abortive Remedies.

The remedy usually suggested, the one that has most advocates, the one that has always someone to vigorously canvas it, because he or someone else looks for a position as manager or director or president—is that forming a mutual company. I do not mean to say that mutual companies are not successful. Some of them do excellent work. But after all this remedy reminds me of that cure for the bite of a mad dog, applying to the wound the hair of the dog that bit you. Both have similar objections, you must catch the dog, you must be sure it is the right one, and you must be bitten first. In the insurance case you have the advantage that you have been bitten, are being

bitten, and will be bitten. I do not think the hair method of cure one bit better in one case than in the other, and I advocate killing the dog before he bites. In the dog case it will not matter much to me whether I shoot several dogs so long as I shoot the right one because I keep no dogs. But in the insurance case you must be careful to get the right animal. The sum of my remarks so far is this, that we must find out just who is responsible for these excessive rates and then see that the proper means are taken to remedy the evil.

Some of you are no doubt aware that until about two years ago I was engaged in the fire insurance business. In fact I spent ten years in head office work as inspector and adjuster and was for the latter two years Chief Inspector of one of our large Canadian companies for Canada and the United States. On Nov. 1st, 1909, Mr. John A. Ross, Inspector and Adjuster of the Economical Mutual Fire Insurance Company, one of the most successful of our Ontario companies, joined with me to form the firm of Ross & Wright, Insurance Counsellors and Adjusters of Fire Losses for the Assured. Since then our business has been to act exclusively in the interests of the assured. We do not sell insurance. Clients who come to us for advice must place the insurance through agents of companies and even when they ask us to advise as to agent or company or to assist them in insuring property we accept remuneration only from our clients. The agent must retain all the commission. We never act as adjusters for insurance companies. Any of you who have read the column in Toronto Saturday Night "Concerning Insurance," which I assist in editing, will agree that the position taken is absolutely independent of insurance companies. Why I make this personal digression will appear as I proceed.

The Game of Extortion.

It will take no argument on my part to secure an agreement that insurance rates are excessive. The experience of most of the business men before me will confirm the statement that they are increasing. And I think that most of you will quite agree that it is time that a curb is put on this game of extortion, and that the measures taken by individuals, by mercantile and manufacturing associations, by boards of trade, by insurance departments, by legislatures and by parliament cannot be too drastic. And to this the most thoughtful of our great public men are trying to lead.

I wish now to show what the insurance companies have actually done in this matter in Ontario. Many requests came to Saturday Night for the truth about the insurance companies and the profits they were making, and the character of their stocks as an investment. In Ontario in the last fifteen years there have been formed some seventeen companies with Provincial and Dominion licenses. I made a careful analysis going back as far as the Government records showed the amounts paid in on account of capital stock and then carefully collecting and comparing the assets and liabilities. Before publishing this I submitted it to parties closely in touch with the companies, and I was urged, almost begged, to not make the results public because it might do serious injury to the interests of the Canadian companies. I felt then as I do now that the public and the companies will be best served by the public knowing the facts, and they are these.

Losses of Insurance Companies.

In the fifteen years results, one company shows a net profit of sixty-five dollars. The other sixteen

* Paper read at the recent Convention of the Ontario Retail Hardware and Stove Dealers' Association at Guelph.

show an aggregate net loss of over one million six hundred thousand dollars. Four companies show their entire paid up capital exhausted and several others are really on the verge of bankruptcy, and I do not think a single one has ever been in a position at any time in the fifteen years to pay a dividend without impairing capital, that is out of profits.

You will now understand in some measure why I do not think that the insurance companies are the cause of excessive rates, you will perhaps doubt that any application of the hair of the dog will have much effect; in fact I do not think that the formation of a hardware Mutual Fire Insurance Company under existing circumstances is at all in your interests. You must get back to the seat of the disease and by probing far and cutting deep and by fearless scientific surgery, effect a radical cure.

Excessive Fire Waste.

Get to the cause! That cause in its last analysis is excessive and increasing fire waste. The attitude of the minds of the public is that fire waste is a loss to the insurance companies. Disabuse your minds at once. The companies toll every dollar of fire waste in which they are interested to the extent of sixty to seventy per cent. All insurance is in its final effect mutual, and every dollar of fire waste must be borne by the people, and if it be covered by insurance then the waste is only sixty to seventy per cent. greater. My advice to you is that all other means you may adopt are but ineffective palliatives. Reduction of fire waste is the only possible and effective means that will, so far as it is done, cure absolutely the evil of excessive fire insurance rates.

How to Check Fire Waste.

Now to apply this remedy. In France, England and America the comparative loss ratio are France 7, England 14, America 70. This means that the loss per thousand of value in America is ten times as great as in France and five times as great as in England. The reasons for these differences is that in France the owner or occupant of a building is held responsible for the damage done to neighboring properties by fires which are the result of carelessness or even if the cause is not shown to have been unpreventable. This being the case no one is fool enough to insure and burn up because he knows that the insurance he might collect has a lien against it to the extent of the damage he causes neighbors. The moral hazard is entirely eliminated and nearly the entire element of preventable fires. In England, as compared with America, they build and so do we, but generally speaking, we build bonfires. Outside of some few of the larger cities, where there is fairly satisfactory enforcement of building and fire by-laws, where one bonfire is extinguished a larger and higher, and, if possible, more inflammable one is erected. Building construction and architecture generally in this country are conducted with almost an utter disregard for insurance and fire preventive engineering.

Careless Management.

Not only is construction exceedingly defective, but what may be called faults of management are just about as general and as serious as can well be imagined. Enter the cellar of a country hardware store and tell me if this is not what you usually find: A hot air furnace without any surrounding protection and frequently a heap of ashes on one hand and a pile of kindling on the other, and near at hand the win-

ter's accumulations of straw from the boxes of glass. Then at one end are the barrels of coal oil, paint oil, turpentine, and frequently gasoline. Nearly always the barrels have the ordinary tap and the waste runs on to the floor, sawdust being used to absorb it. If there is one insidious incendiary it is the combination of sawdust or cotton waste and paint oil. Now, gentlemen, without going into the hundred and one things that are every day making fires in hardware stores, is there any condition you call to mind which should have a greater effect in increasing the fire losses in your line of business? I shall just mention a few other of the common bad features.

Defective Wiring.

Defective electric wiring, swinging gas jets, electric flexible cord hung over nails, hooks, or, in fact, used for any other purpose than straight pendant drops; electric lights hung close to merchandise or decorations, the want of elementary fire protection. Every store should have a covered galvanized tank and three pails for every twenty-five hundred feet of floor area, and this should be kept filled with brine. Why name more; most you know, many in your own store, but you are indifferent, and leave that to the insurance companies. You forget that a fire means little to them, it means all to you, and in the end you must pay for it.

Lack of Competition.

The last feature of excessive insurance rates on which I shall touch is the lack of competition. It is true we have tariff and non-tariff and mutual companies, but after all there are very few, possibly a dozen of those companies not members of the Canadian Fire Underwriters Association, which can give you real protection when you buy insurance. Further, cheap insurance, which is not good insurance, is dear at any price. Don't understand me as advocating tariff insurance, some of that is doubtful. Judgment in selection is necessary. What I do say is that owing to the insurance departments at Toronto and Ottawa being practically dead or asleep to the interests of the public, every change in the law regarding fire insurance for ten years back has tended to decrease the protection of the public, has enabled unsound home institutions to continue in business, and bring discredit on Canadian financial institutions. The result is that Canadian companies with few exceptions are being starved to death. In the meantime foreign companies, licensed and unlicensed, are being fed with the cream of the Canadian business, either through brokers or as reinsurance, with the result that generally Canadian companies are every year making a worse showing.

We need a policy for our insurance department of Canada for Canadians, and with such a policy and a man of the type of the Hon. Wm. Hotchkiss, Superintendent of Insurance of New York, to carry it out we could have such a condition of affairs that "Made in Canada" insurance would be equal in cost and quality to the best in the world.

What do I recommend? The enlargement of your committee on insurance and that you include in it your strongest and most energetic members who will serve with enthusiasm in a campaign of education in what will be a national benefit, the reduction of the enormous preventable fire waste of Canada, and in organizing a Canadian National Insurance program to secure the freest competition consistent with the safety of the public.

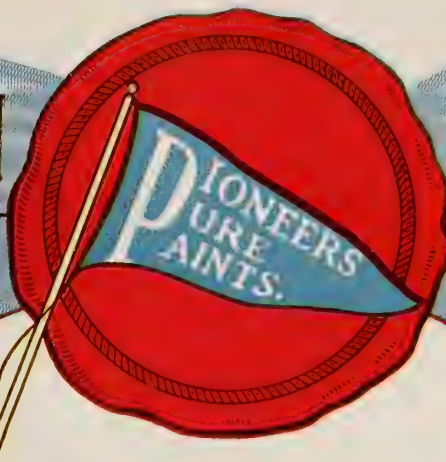
MARTIN-SENOUR PAINT
100% PURE
SAVED THE BUILDING AND
EVERYTHING AROUND IT

BY THE WAY.

M.S. CO.

THE MARTIN

POPULAR



SENOUR CO'S.

SPECIALTIES

BY-THE-WAY, MR. DEALER

Don't let the dollar get the best of you.

Don't economize falsely.

Don't be too quick to make a dollar if you are apt to lose two dollars later.

The shrewd paint dealer, who makes a big success of his business, is the man who responds **cheerfully** and **confidently** with the article and says a good word spontaneously for it, thereby commanding the customers' permanent patronage.

It isn't the profit you make on one sale that swells your income, but it's the continuous demand that counts. Make good with every customer, sell him paint that you positively know

WEARS BEST LOOKS BEST GOES FARTHEST

then you will hold him every time, and ever after when he wants **good paint**, he's going to come direct to you.

MARTIN-SENOUR PAINTS

make good every time—more than that, they far exceed the customer's expectation in quality, brilliancy and durability. That's one reason why our dealers are holding their trade, and blazing the way for more business. If you are not perfectly satisfied with the profits from your paint stock, give us an opportunity to serve you—just once, a trial is all we ask. We'll assign you exclusive territory, and co-operate with you by numerous effective methods in creating business; furthermore, we are prepared to take care of business for early Spring delivery.

THE MARTIN-SENOUR CO., Limited

PIONEERS OF PURE PAINT

MONTREAL CHICAGO WINNIPEG

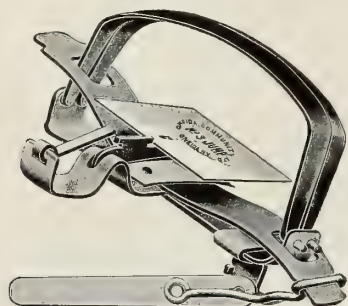


New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The National Equipment Co., Limited, Toronto, are featuring their "Peerless" silent electric house pump. This pump is primarily intended to supply water, through either a pressure or an overhead tank, for domestic use. It is particularly useful for creating a constant supply of soft water. With each pump comes a self-starting motor. These goods are being handled by hardware men and plumbers all over the country and are meeting with good sales.

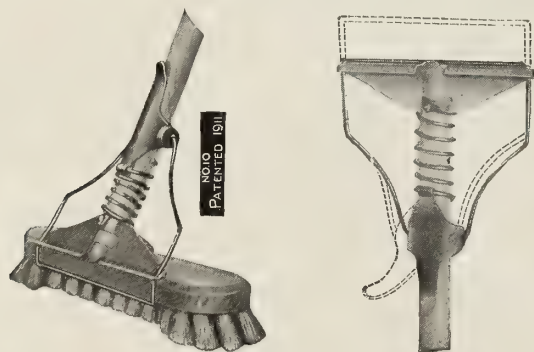
The Oneida Community, Limited, have perfected a new device for setting the Oneida Jump Trap. It is illustrated herewith. This tool enables the trapper to easily set these traps under the various conditions he meets with while out on his line. The illustration shows how easily and quickly this handy tool can be applied.



With one turn of the wrist the spring is brought down and held in place, so that the jaws can be opened and the trap set.

There are two adjustments of the loop—for the smaller traps the second is used; for larger traps, the end loop is used. The entire tool measures but nine inches in length, weighs but a few ounces and may be readily carried in the pocket.

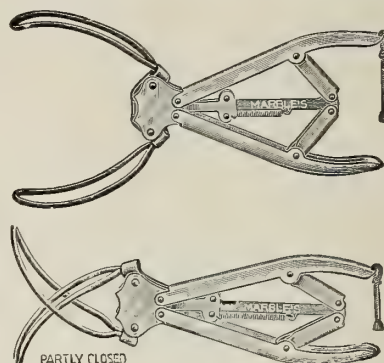
The Tarbox Manufacturing Co.'s, Toronto, new improved No. 8 mop-stick combines all the essential features of a good stick—firm cloth gripping attachments,



large smooth handle, durability and head so shaped as to become completely concealed by the cloth to avoid scratching cleaned surfaces. Their No. 10 combina-

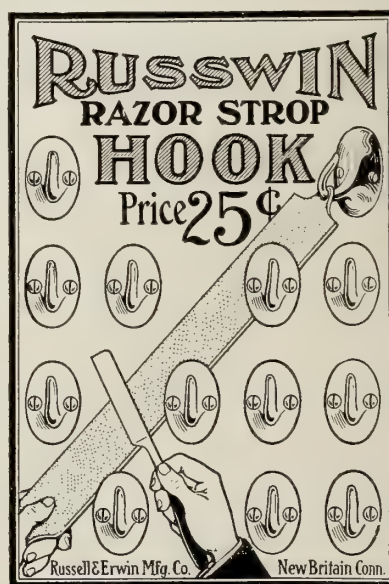
tion cloth and scrub brush mop-stick is a winner. This firm supplies electros for advertising purposes and do all in their power to help the retailer.

The Marble Arms nad Manufacturing Co., 515 Delta avenue, Gladstone, Mich., are pushing the sale of their "Trout Nippers." These goods are meeting with great favor among sportsmen in all parts of the country. With their aid it is impossible for a fish to get away. The fish is forced up against two projections, which



hold him securely. The nippers are four ounces in weight, nine inches long, and have a spread of five inches and will hold a trout up to 2½ pounds in weight. They are heavily nickelled and thus cannot rust. The firm is making a country wide campaign with these goods and is advertising them in all the leading sporting and standard magazines in the country.

Russell & Erwin Manufacturing Co., New Britain, Conn., have introduced the new "R. & E." razor strop card here illustrated. Each card displays a dozen



hooks, fastened with brass clips which are easily detached from the card. The hooks are of cast bronze metal, highly polished and with heavy nickel plate. On this card the strop holds firmly at any angle.

The Pollock Manufacturing Co., Berlin, Ont., are offering a line of bicycle lamps which they have named the "Old Sol." They are the only manufacturers of acetylene bicycle lamps in Canada. "Old Sol" lamp is ideal for motor cycle, motor boat or bicycle.

SIMPSON'S FLOOR PAINT

SIMPSON'S

BEAVER BRAND
BARN BRIDGE ROOF & FENCE PAINT
LEAD COLOR
BEAVER OIL CO. LIMITED
MONTREAL - QUEBEC

LOWE BROTHERS
QUICK HARD DRYING
FLOOR PAINT
MADE BY
LOWE BROTHERS, LIMITED

PURE
A PURE PREPARED PAINT
READY FOR USE
QUART
LONGWEAR

PRYJO
READY MIXED PAINT
WESTERN CANADA AGENCY
LENDING LIMITED ALBERTA

LOWE BROTHERS
VARNISHES

ELASTIC CEMENT FLOOR FINISH
FOR INTERIOR FLOORS
READY FOR USE

MARINE SERVICE PAINT

LOWE BROTHERS
EXTRA WHITE ENAMEL
A DURABLE CLEAR WHITE ENAMEL
FOR INTERIORS

PRYJO
SHINGLE STAIN

ALUMINUM PAINT
FOR METAL SURFACES

CONCRETE AND CEMENT COATING
FOR EXTERIOR AND INTERIOR
READY FOR USE

SIMPSON'S PAINT
FOR INSIDE AND OUTSIDE PAINTING

VERNICOL
FLOOR & VARNISH STAIN
FOR WOODWORK, FLOORS OR FURNITURE
MADE BY
LOWE BROTHERS, LTD.
TORONTO - DAYTON - CHICAGO - NEW YORK - ST. LOUIS

LOWE BROTHERS
OIL STAIN
DESIGNED FOR USE ON SOFT WOODS
EXTRACT FROM PENNANT PUMPKINS, LIGATED OIL AND SPIRITS TWENTYFIVE
WILL DRY WELL OVER NIGHT

PRYJO
BARN BRIDGE ROOF PAINT
109
Pryce-Jones (Canada)
CALGARY, ALTA.

PRYJO
READY MIXED FLOOR PAINT
A 74
Pryce-Jones (Canada) Limited
CALGARY, ALTA.

LOWE BROTHERS
Transparent Varnish Primer
A Liquid Filler for Close Grained Woods

LOWE BROTHERS
Mellotone
FLAT COLORS

VERNICOL
SEAMEL WHITE

LOWE BROTHERS
PAINTS - COLORS

PRYJO
Porch Paint

LOWE BROTHERS
Interior ENAMEL COLORS

LOWE BROTHERS
SEALCOTE
A HARD DRYING WALL SIZE
UNDER MELLOTONE

SIMPSON'S PAINT
FOR INSIDE AND OUTSIDE PAINTING
STIR WELL BEFORE USING

LOWE BROTHERS
DIRECTIONS

EATONIA
PURE READY MIXED PAINT
T. EATON CO.
TORONTO

PRYJO
Varnish

PRYCE-JONES (Canada) Limited
CALGARY, ALTA.

Some
Paint Label Plates
Made by
Legg Bros Engraving Co.
115 Gordon St.
Toronto, Can.
We design and engrave labels
for all Merchandise
Consult us on your next
requirements

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The C. Norsworthy Co., Limited, St. Thomas, Ont., are sending out their 1912 catalogue of the Canadian Howard double radiator warm air furnaces and hot water boilers. Illustrations of the different parts of the furnace are given, together with a complete description of same. The accompanying illustration shows the fire pot used exclusively in the "Canadian Howard." The outside jacket shown permits the heating of a kitchen range boiler. This jacket is cast on the outside making it separate from the rest of the pot and eliminating the chance of the coil becoming clogged with lime and burning out. Another feature about this pot is that it can be turned to any position to make connection with the range boiler. A hot water radiator also can be connected to heat a room where warm air connection cannot be made.

The Allen Hills Edge Tool Co., Galt, have been extending their line of manufacture and are now manufacturing picks, they reporting very gratifying results following the introduction of this new line. A new catalogue is in course of preparation and will be ready for distribution shortly.

The Martin-Senour Co., Montreal, are supplying to their retail customers a splendid display bracket particularly serviceable for displaying paint in windows. The bracket is fashioned and painted to resemble a man's arm, the hand holding a paint brush, on top of which is a circular shelf just large enough to hold a quart can of paint. The device is easily fastened to the post of a window or to any upright, and is a trade bringer for the merchant as well as 100 per cent. pure paint.

The McCaffrey File Company, Philadelphia, Penn., is sending out a display card to aid merchants in selling one of its various lines. The accompanying illustration shows a card of auger bit files. The card is $10\frac{3}{4}$ inches long and $8\frac{1}{2}$ inches wide and holds one dozen files. These are held in position by means of an elastic, thus allowing of the easy removal of the article displayed. The eyelet shown at the top permits of the card being hung up or it can be made to stand on the counter or showcase by means of the bracket on the back.

The Onward Manufacturing Co., Berlin, have just issued a fine new twenty-page catalogue, illustrating their full line of hand-power, electric and stationary vacuum cleaners.

The Horton Manufacturing Co., Bristol, Conn., have turned out a new rod, named the "Baby Grand," on account of its shortness, being only five feet in length. This rod is very light, but has all the backbone and elasticity necessary for the ideal bait-caster. The trimmings are all satin nickel and the double grip cork handle make it a very handsome rod. The line carries a three-year guarantee. The "Bristol" fly casting rod No. 6, the "Bristol" bait rod No. 11, and the "Bristol" adjustable telescopic rod No. 34 are also shown herewith.

BUSINESS CHANGES.

Ontario.

Fort William.—Hocking Hardware Co. suffered fire loss.

Simcoe.—Schaeffer Bros. succeed J. D. Murdock & Co.

Manitoba.

Napinka.—Wood & Jack succeed H. S. De Witt.

Neepawa.—J. P. Shannon sold to W. E. N. King.

Elkhorn.—Groat Bros. suffered fire. Insured.

Saskatchewan.

Stornaway.—G. A. J. Hendry succeeds Wilson & Hendry.

Regina.—Dunlop & Munro succeed Dunlop & Marshall.

Creelman.—W. C. Carrothers sold to J. E. Wright.

Alberta.

Calgary.—Linton & Hall dissolved.

British Columbia.

Armstrong.—H. B. Morley Co., Ltd., changed to MacPhail-Smith Hardware Co., Ltd.

Kamloops.—W. Hargraves sold to Wilcox & Hall.

A CARELESS MANUFACTURER.

Stove manufacturers are sometimes careless in their business methods. A little incident was recently related to a journal representative. A hardware dealer took over the agency for a certain line of stoves. The first model that came to hand was first class, but the second, a stove of different design, was very poor. The nickel finish on it was such that it looked like tin. The dealer sent the range back, accompanied by a letter. To this day he has received no acknowledgement, neither has he received another sample, although it is several months since he returned the model to the maker.

Mr. H. JURGENSEN

Mr. Jurgensen has recently joined the staff of Pratt & Lambert, Bridgeburg, Ont. He is representing the firm



H. JURGENSEN

in Toronto. For several years, Mr. Jurgensen has been a manufacturers' representative in Illinois.



"There are two things I like about a rooster—one iz the krow that is in him, and the other iz the spurs he wears to bak up the krow with"

—Josh Billings.

Quality goods are the talk of the day in all lines of trade.

Most Paint Manufacturers crow like chanticleers about quality—they consider it "a good nail to hang their hat on."

This word "Quality" as also the good upright word "Pure" are put to some very slant-wise uses in paint advertising; being often employed only as a selling feature and not at all descriptive of a paint "which gives best results."

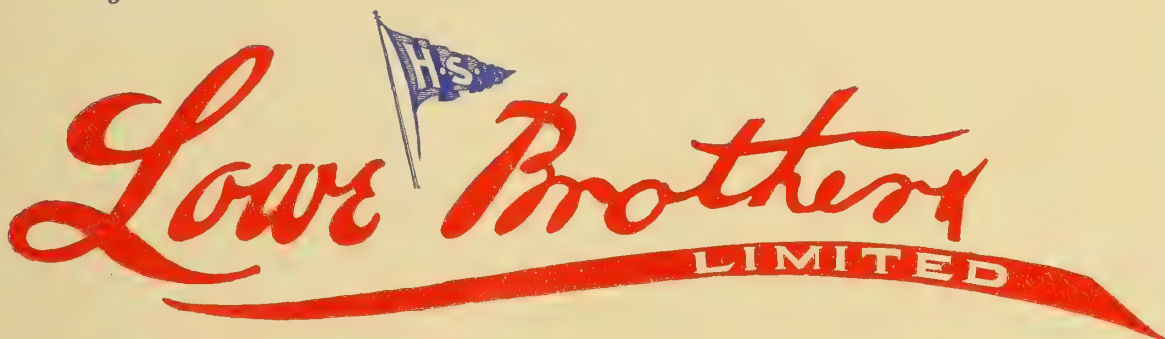
Most paints are advertised as quality paints or pure paints, when in reality the only measure of paint value is what a paint will do—results attainable—and actual tests alone serve to determine this real efficiency of any particular brand.

The public does not generally accept anything without first applying its tests; it tests its gold before it grants the Karat Mark; it tests its silver before granting the Sterling Mark; it tests its men before granting them seats of honor—just as every dealer should test his paint before offering it to his trade.

Actual tests of Lowe Brothers "High Standard" Liquid Paint back up the highest claims and fulfil the most sanguine expectations.

A thorough investigation will prove the truth of this statement and on a comparison of "High Standard" Paint with other paints you will find that your present line does not have all the essentials "to bak up the krow with."

Investigate our claims.


Lowe Brothers
LIMITED

Toronto

Dayton

New York

Boston

Chicago

Kansas City

Lyon-Monkhouse, Limited, 171 James Street, Winnipeg, Manitoba



It Takes *Time* to Tell What a *Varnish* is Worth

Talk is no *test*—claims *prove* nothing. *Exposure* is the thing that *tells*. The *calendar* writes the *real* story of quality. When a varnish has stood *dampness* and *heat*—*humidity* and *frost*—then the consumer is in a position to know whether you have sold him the right goods.

Glidden's M.P. (Master Painters) Durable Exterior

is *guaranteed* not to *whiten*, *crack* or *peel*. Any varnish that *makes good* on *ships* and *yachts*, buffeting the raw elements, will make good *anywhere*. The *first choice* of *ship-builders* all over the *country*—they *know*. As elastic as rubber and as easy flowing as oil. Sets dust-free in four to five hours and dries perfectly, according to the thermometer and the barometer.

Do You Sell the Glidden Line?

If not, why not find out where and how you can increase your trade and your profits with these goods.

The Glidden Varnish Company

Cleveland, Ohio

Branches: New York - Chicago

Toronto, Ont.

Stoves and Housefurnishings

Diverting Mail-Order Stove Trade

By C. A. Eddy

One of the brightest signs which has appeared on the business horizon for a number of years is the decreasing stove mail-order business. It must not be inferred from this statement that the mail-order houses are not selling some stoves, for on the contrary they are selling thousands of them, and apparently waxing fat on the profits.

At the same time all indications point to the fact that the home dealer is coming into his own and getting a much larger share of this stove business than formerly went to the mail-order houses. There is no logical reason why people should buy stoves by mail. There are hundreds of good sound reasons why it pays to buy of the local dealer. Those merchants who are progressive and far seeing enough to give some study and thought to this question and take the pains to show buyers in their communities reasons why they can give them a better deal than the mail-order houses, are getting the business.

Absurdity of Buying Stoves by Mail.

The merchant who went into details and pointed out the absurdity of purchasing a stove by mail when the risk and trouble it incurred was taken into consideration, found people paying some attention to the statements he made. He pointed to the fact that when a stove was bought by mail it was necessary to first send the money, and a few weeks later the stove was delivered at the nearest depot. The purchaser is then obliged to go to the depot, cart the stove home and have the trouble of setting it up and testing it out. If any parts are broken, or for any reason the stove does not work as it should, it will be necessary to correspond with the mail-order house. The chances are it will take a number of letters before some sort of an adjustment can be made. Suppose the stove is not as represented and it is found desirable to return it. It is then necessary to crate the stove, cart it back to the depot, attend to the shipping and wait probably a few weeks for the return of his money.

Does any purchaser think for a moment that this is a more desirable way of buying goods than to go to the store of the merchant who is well known in the community, select the identical stove you desire to buy, have this stove delivered by the dealer's own men, set up and tested out at his expense? If it is not right, the dealer makes it good on the spot. Does the mail-order man figure for one moment that this is not the better way of buying a stove? The only argument the mail-order man has is price, and when you consider the fact that most of the stoves sold by mail-order houses are of an uncertain quality, it is a very short-sighted buyer who would consider this method of purchasing a heating apparatus.

These are facts and points which every stove dealer should acquaint the buyers of his community with. He should not take it for granted that they know all about these things. Unless people are made acquainted with these facts it never enters their heads that there is

such a great disadvantage in dealing with far-away, unknown concerns. They take for granted a great many of the statements contained in the usual mail-order catalogue. If they are disappointed they usually swallow their loss and resolve not to be taken in by these methods again.

Value of Demonstrations.

When you come to consider the fact that the local merchant is known in the community, that he has such an excellent opportunity for a fine display of his stoves why do not more dealers take advantage of this fact? Can anything be more inviting than an attractive demonstration with an experienced cook baking biscuits and serving coffee on some particular range the merchant is selling? If there are salesmen in the store capable of explaining the features of the range, is there any merchant with good business ability who cannot turn a large number of visitors into sales?

Some merchants argue that they do not have time to give to demonstrations of this kind or to make personal calls upon people who may be in the market for a stove. If such is the case there surely is no good reason why the merchant cannot follow up a large number of prospects through the mail. The large majority of aggressive dealers of to-day have up-to-date mailing lists. They make use of these lists with well-written circulars, giving reasons why it pays to trade at their store.

Adopt Mail-Order House Methods.

One well-known firm went farther than this and adopted practically the same methods as the mail-order houses. They issued a real mail-order catalogue of about sixteen pages and cover measuring 9 x 12. This catalogue was written from the standpoint of the local retail merchant and contained full information on how to order. This merchant said, "If you cannot call at our store and see at first hand our stock, send us a check, money order or express order, and any goods you pick out from the catalogue will be delivered to you the same day order is received. You have our guarantee that these goods are exactly as represented, and if not satisfactory we will call and get them at our own expense and promptly refund your money."

The catalogue showed not only stoves, but seasonable goods, such as guns, shells, step ladders, stove parts, stove polish, wall paper, bushel baskets, roofing paper, articles of furniture, etc., with prices quoted on each article. It was profusely illustrated and went into details regarding the quality and workmanship of the goods shown. From experience this firm has found that this catalogue brought in thousands of dollars in new business to them. They figure a large number of people have the mail-order habit. They seem to feel that by ordering from a catalogue they are getting something better than anything they can purchase at their local dealer. This firm took advantage of that line of reasoning and turned it to its own profit.

Local Advertising Necessary.

The merchant who would successfully combat mail-order competition will of course use attractive adver-

tisements in his local papers. He will also make the most of his window displays, changing these displays from time to time and incorporating new ideas to attract attention. His stove floor will occupy a prominent location and he will back all this up by selling the highest quality line of stoves he can secure. He will buy of those manufacturers who are making a fight against mail-order houses. He will secure their co-operation and get the kind of advertising matter he can use to best advantage in displays and local advertising. There are so many opportunities for the local stove dealer to divert the mail-order business to his store that it does seem a shame that so many dealers are not as yet taking advantage of the opportunity.

One great advantage the local dealer has over mail-order houses is the human element entering into his business transactions. When he sells goods he can talk to the buyer face to face. He can learn his likes and dislikes. He can appeal to the man in a manner observation teaches will make the greatest and most favorable impression. The law that governs the decision of a man in buying applies to every want of his life that contemplates possession. When he goes into a store to buy an article he is intent upon securing the best possible for his money. A man buys a cigar; from the box handed him he chooses one—always a certain and particular one—a decision reached in a minute that it is the best smoke there.

A woman comes into your store to buy a range. It is not some certain-priced stove she wants, but one better than her neighbor has or that she herself had last. The man who buys a saw, who has even made up his mind as to price, balances it in his hand, sights down the teeth, puts it down and tries another and perhaps another, and makes his choice, and that choice represents to him the best of the three. From his expression you know which saw he desires to own. Price isn't always a factor. You are on the ground and face to face with him, so you gauge your selling talk to meet conditions. You and your salesman can do this in every sale you make. It is obvious that here you have a big advantage over mail-order competition.

The great idea in salesmanship is to have the gain when we sell assume wider proportions than the profit on a particular transaction—this is the very essence of the human element or personality in selling.

Cementing the friendship of the customer to the store, sending him away happy, glad he came, a missionary of good report, a satisfied feeling that will not only bring him back, but cause others to follow, wins out over catalogue competition always.

The thousands of merchants who are giving the question the thought and attention it deserves realize that they have an excellent opportunity of keeping a large majority of the business in their own locality provided the proper methods are used.—Hardware Trade.

ORIGINAL METHODS WIN.

It is originality, in any scheme, that draws the public and produces results, and the stove and kitchenware business probably offers more scope for original methods than any other. There is no limit to the number of schemes than can be worked out for the displaying and selling of this line. New ideas are constantly being brought to mind, which, when worked out, mean good profit.

Now that spring is approaching and house-cleaning time draws near, it suggests a "Spring Cleaning" sale. Stove polish and varnish for the pipes are needed and, of course, brushes to do this work are required. The

housewife wants everything looking spick and span at this season, and on going over her kitchen utensils is sure to find many worn articles that are almost beyond repair. This means new pots and pans, kettles, tea pots and various other articles of enamelware.

A sale of this kind can be conducted on quite a large scale and well advertised throughout the surrounding country. Not only will it clean out the old stock, but it will also bring new customers to the store and help the sale of other lines.

A model kitchen might be fitted up and, if practicable a cooking demonstration conducted at certain hours during the day. A scheme of this kind always interests the ladies, and it is they that buy the household goods.

There is no limit to the number of schemes that can be worked out to help the sale of goods in this department.

GETTING AFTER STOVE PROSPECTS.

Fall and winter stove sales are now over and most dealers have a bunch of names as prospects. There is not much use in canvassing these people for coal and wood ranges at this season, but why not get after them on the subject of gas stoves and ranges? The season for burning coal and wood is now almost over and with the advent of warmer weather, gas stoves and ranges will be in demand and all prospects should be canvassed. Circular letters and, where possible, a personal call will produce the results that are desired. Personal calls are, undoubtedly, much the better, but where a man has a list of several hundred names it is impossible to call on each one of these.

Not only should a dealer keep a list of stove prospects, but he should add to such a list the names of people who have at any time shown an interest in his store. Thus, when he has anything special to offer or is conducting a sale of any kind, he has a good list to which to send circular advertising matter. All of them may not be interested in stoves but are almost sure to be interested in some of your other lines. A large list naturally means more work and money, but then there are just that many more chances of making sales.

In following up prospects, new names can be canvassed much harder than old customers, for with people who have never patronized you, you have nothing to lose, whereas old customers might not like to be pressed too hard.

WARM AIR DESTROYS BACTERIA.

By S. W. Jameson

When bacteria are concerned, the warm air furnace is the only system of heating which will destroy them. This argument I have never seen in print. The temperature of the heating surfaces over which the air passes to be heated is sufficient to destroy the bacteria.

Hot air sterilizing apparatus is used by physicians and surgeons for keeping their instruments free from infection. Tests made in our shop show in moderate weather an average temperature of heating surfaces of from 240 degrees Fahr. to 380 degrees. Either temperature will destroy bacteria coming in contact with these surfaces. The temperature of air entering rooms from the above surfaces ranges from 120 degrees to 140 degrees. In this connection I might say that the temperature of air entering rooms is rarely as high as many people suppose.

In cases where too small furnaces are used, the temperature of the heating surfaces is consequently greater than those given above.

SELL M-L GOODS

A full line of outdoor, interior and decorative paints. Every number tested by its quality—and a quality that retailers can rely on.

DECORATIVE AID DEPT.—This new department helps you to do big local business in M-L lines. Write for descriptive booklet.

Imperial Varnish & Color Co., Limited

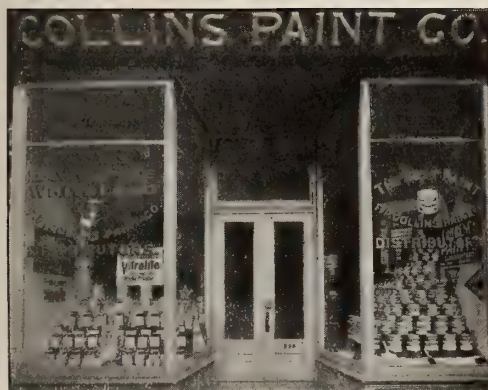
108 Princess St.
Winnipeg

6-24 MORSE ST.
TORONTO

365 Water St.
Vancouver



DELIGHTED! IT'S M.L. PAINT.



Window display—Pratt & Lambert Varnishes
Collins Paint Co.

Not a Single Complaint on Pratt & Lambert Varnishes in Ten Years

This letter **proves** Pratt & Lambert Varnishes **sell** through P & L advertising and varnish selling assistance which has **tripled** the sale of "61" Floor Varnish for P & L Dealers in three years; **tripled** the sales of Vitralite, the Long-Life White Enamel in less than one year. How much have your white enamel and floor varnish sales increased?

F. P. COLLINS PAINT CO.

White Lead, Paints, Colors, Varnishes, Oils, Turpentine, Brushes,
Glass and Painters' Supplies

225 West Fayette Street
Syracuse, N.Y., December 12, 1911

PRATT & LAMBERT

Gentlemen:—We are glad to have the opportunity of expressing our appreciation of your **courteous** treatment and **hearty co-operation** in the sale of these celebrated goods. The writer has been identified with the paint business for upwards of twenty-five years, and is pleased to say that your several makes of Varnish seem to meet the needs and win the unqualified approval of our trade, not only in Syracuse but also in the many cities and towns of Central New York.

If there is such a thing as pre-eminence among your excellent brands, our trade would place Vitralite and "61" Floor Varnish a step in advance of the others. Reports from consumers indicate that these brands need no salesman. In the writer's experience as a dealer, he has yet to find their equal.

We are always glad to give credit where credit is due and assuring you that we are pleased to continue **pushing the sale of your famous products**, we remain, Very truly yours, F. P. COLLINS PAINT CO. FPC-W Per F. P. Collins (Signed.)

Pratt & Lambert advertising is creating the same varnish selling demand in your town which will be greater than ever this Spring. You must decide for yourself whether or not you will take the sales and profits, but first, so you may consider the facts.

WRITE NOW FOR P & L DEALERS' PROPOSITION

PRATT & LAMBERT, Inc.

VARNISH MAKERS

24 COURTWRIGHT ST., BRIDGEBURG, ONT.

FACTORIES: —

BRIDGEBURG, CAN.

NEW YORK

BUFFALO

CHICAGO

LONDON

PARIS

HAMBURG

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Card Writing Suggestions

By J. R. Hutson

In this article the use of the Roman letter with three different kinds of layouts will be the subject. These layouts are all made with a No. 10 brush. A is a one-stroke letter. The numerals are Roman outline with a No. 6 brush; the borders and underlines are also made with a No. 6 brush.

In Fig. 1 the layout is the first thing to consider: this layout is known as a balanced layout and is used more than any other kind. In working up this card, first decide on the margin necessary—that is, the distance from the lettering to the edges of the card. In any case always have room for a one-inch border line.



FIG. 1

This card being a half-sheet (14 by 22 inches) with five lines of reading-matter, a margin of $2\frac{1}{2}$ inches at each end of the card and from $2\frac{1}{2}$ inches to 3 inches at top and bottom will equalize the black-and-white space very well.

Never to have less than a two-inch margin on a half-sheet is good form.

Always mark off the center of all cards of balanced layouts. Start at top of card and rule off lines as instructed in Fig. 1.

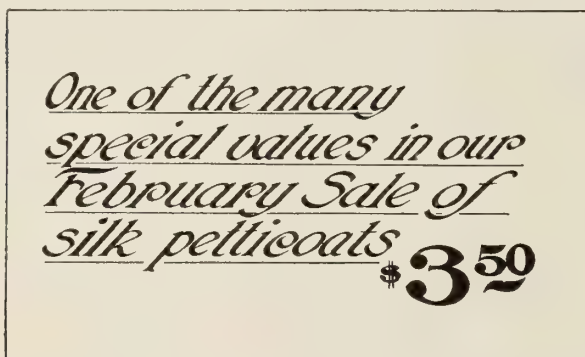


FIG. 2

Lesson 2—Strike off the letters lightly in pencil for correct spacing. Always bear in mind that the subject and price should be made to appear large and strong.

Do not make the letters too large. In Fig. 1, the subject, "Men's Kid Gloves," all the lower-case letters in this line are about one inch high; therefore the other lines must appear much smaller. The numerals may be made a little larger than the capital letters in the subject.

shows a style of layout using few capital letters—all sentences are shown starting on a vertical line at the left. This card was made using a No. 10 red sable



FIG. 3

chisel-edge brush, the numerals outlined and filled in, spurs on all letters made with a single stroke; the

In Fig. 2 we have single-stroke Roman italics. This layout breaking the edges of the lines on the right permits inserting numerals or prices in the break, to form a pleasing style adapted to cards for all lines of merchandise.

Fig. 3 shows a "balanced layout" means one-half the subject is set to leave extra white space at one end in the upper part of the card, and the other half is set reversed to leave a similar space at an opposite end in the lower half. In this layout ornamental lines are shown to fill these spaces fitting in with the underscore.

PAYS TO READ TRADE JOURNALS.

M. E. Nixon, Milton, Ont., was called on recently by a representative of the Journal. He had just completed the erection of a nail keg rack, patterned after the rack illustrated in the August, 1911, issue of the Journal.

"I was impressed with the utility of the rack shown in your paper," said Mr. Nixon, "and I kept the copy until I was able to erect one like it. That idea alone has been worth to me the price of several subscriptions to your paper."

EARLY CLOSING IN ALBERTA.

An early closing bill is to be introduced in the Alberta Legislature by C. W. Cross, M.P.P. It provides for the closing of all retail stores and barber shops at six p.m.

The Western Canada Trade Gazette says that the announcement has caused no little stir among the retailers, and the proposed bill is being widely discussed, and, in the majority of cases, condemned.

According to the Gazette a delegation composed largely of Calgary men, arranged to meet Premier Sifton recently to discuss the proposed measure. It was agreed in advance that the delegation would urge upon the premier the advisability of enacting a law which, in effect, would give the government power to order workshops and other business establishments to close at a specified time, provided that a petition was presented to the government signed by two-thirds of such business houses, with the sanction of the municipal authorities in which city the petition was circulated.

The proposed law, it is stated, is designed to make the closing of business establishments more uniform in the cities of Alberta than is the case now. It is aimed particularly at the larger cities, where more or less complaint has been made of lack of uniformity in closing, creating considerable friction in commercial circles, as well as among the employees.



TALKS ON PAINT SELLING

No. 8

Inferior and adulterated linseed oil has caused many paint tragedies. The reason is that there is no substitute for pure linseed oil yet discovered. Probably there never will be.

Pure Linseed Oil combined with inferior or adulterated pigments may give fair results, but adulterated Linseed Oil combined even with the best and purest pigments obtainable is bound to cause trouble. This proves that the "Oil is the life of paint."

Linseed oil is easy of adulteration. This has been carried on to such an extent that special laws to protect the consumer have been enacted, but they cannot protect you against the manipulations of unscrupulous paint manufacturers who depend on low prices to sell their goods.

The Sherwin-Williams Co. insures the purity of the oil used in its products by making it under its own supervision. The cleaning of the seed and the filtering and aging of the oil are given the very closest attention. No ingredient in our paint has to pass a more searching test for a high standard of purity.

There is another point relating to the sale of Linseed Oil itself. If you are selling a good quality of paint, be very particular about the purity of the oil you sell to be used with it. The paint isn't made that will stand up under the abuse of mixing with impure oil. More than one of the "paint tragedies" has occurred here.

Sherwin-Williams Agents satisfy their customers and build up a profitable business because S-W Products are good all the way through.

THE SHERWIN-WILLIAMS Co.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

Here is the Evidence on B-H "ENGLISH" PAINT

Every can of B-H "English" White Paint that leaves one of our factories bears the following guarantee:—

We guarantee this B-H "English" White Paint is made from Brandram's B.B. Genuine Government Standard White Lead and Pure Zinc White in the following proportions:

70 per cent. Pure White Lead
30 per cent. Pure White Zinc
(100 per cent. Pure)

Mixed ready for use with Pure Linseed Oil, Turpentine and Dryer.

On every can of B-H "English" Paint where the shade can be made on a white base there is a guarantee label reading as follows:—

We guarantee the white pigment forming the base of this paint is made from Brandram's B.B. Genuine Government Standard White Lead and Pure White Zinc, in the following proportions:

70 per cent. Pure White Lead
30 per cent. Pure White Zinc
(100 per cent. Pure)

The various shades are arrived at by adding Tinting Colors, and mixed ready for use with Pure Linseed Oil, Turpentine and Dryer.

B-H "ENGLISH" PAINT will be sold in your town. If the Agency is still open you have the opportunity of securing it. Write to-day for complete agency proposition. Address our nearest office.

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

Market Situation

The Hardware Markets.

Trade in all lines is well up to the mark, but the continued unseasonable weather and freight congestion is having a marked effect on the business being done. As soon as the weather opens up it is expected that this will turn out to be one of the best years for both manufacturer, jobber and retailer. Everywhere there is a feeling of optimism.

The threatened carters' strike in Toronto only lasted one day and shipments were not delayed to any extent. Most of the wholesale houses have delivery wagons of their own and these were used to handle the country freight. Had the men stayed out for any length of time, it would have been a very serious matter as it would be impossible to handle shipments in this way for any length of time.

Rope has advanced in price. Raw material is costing more and manufacturers have been forced to charge more.

Sash weights have advanced \$1.00 per ton, owing to increased cost of raw material.

Not much is doing in sporting goods as yet. Orders are all pretty well booked, but the retail trade will not feel the benefit until the advent of warm weather.

The backward weather also has affected the sale of lawn mowers, garden tools, hose, and other seasonable goods. However, it's coming. There has been a big trade this year in all kinds of harvest tools and stock orders are now pretty much in the hands of the retailers.

Builders' hardware is moving freely. With the general expansion of the country and the increased population, 1912 should be an excellent year in this line.

* * *

Firm Metal Market.

The metal market is decidedly firm. Stocks are light, owing to inadequate railway facilities, and there is an upward tendency in prices. Jobbers are having great difficulty in filling orders as the railways seem unable to get shipments over the ground. One jobber stated that he has written the railway company fully twenty times and telegraphed at least five times, all in reference to one car. After all this work, the goods have yet to arrive. The railways are slowly going behind and the worst, it is feared, is yet to come. Just at this time business is particularly good, and it is gratifying to note the change from last year. Jobbers are receiving orders, which, in many cases, they are unable to fill. People who do not specify for their goods now will find themselves left when autumn comes round.

As yet the coal strike in the Old Country has not affected this market, although it is believed that its influence will be felt in a month or so. Just now it looks as if the metal industry in this country is on the eve of an expansion which manufacturers will not be able to meet. In copper, everything is sold up to May and June and spelter up until July. In certain grades of sheet, delivery cannot be expected until the second half of this year.

Copper, lead and antimony are all up in price, and indications point to a continuation of firm market and

high prices. Tin is now quoted at 46 and 47 cents, with a steady demand.

Pig iron has not advanced as yet, but this article is generally the last to move, and it is expected that it will not be long before it takes to soaring.

There is an extraordinary good demand for sheets and plates. Stocks are light and increased prices are likely.

* * *

Paints, Oils Glass.

The outlook in the paint business for 1912 is exceedingly bright. From orders already in hand, it is expected that this year will be the biggest yet. Some makers are having difficulty getting shipments out. With the business that is coming in from western points and from the older settled districts in the eastern part of the country nothing can check this. Not only is this true in prepared paints, but also in specialties. As one jobber stated, the people of to-day want nicer residences than they have had in the past. In nearly all the new houses now being built, hardwood floors are wanted, the decorations must be of the finest, and paints, enamels and specialties of all kinds will be in big demand.

The freight congestion is causing considerable worry all along the line. Manufacturers are experiencing difficulty in making shipments and retailers are complaining about the late arrival of stocks.

Linseed oil is up in price again, and is now quoted at 94 for raw and 97 for boiled. It may be that prices will go still higher. American crushers are having difficulty getting seed and are on the Canadian market in the west bidding for our product. This indicates continued high prices all through the season.

White lead is firm and showing an upward tendency. Raw material is up in price, and it will be impossible for grinders to sell white lead at present prices. Pure lead is now offered at \$7.10.

The congestion of freight has caused increased prices in turpentine. Very few dealers have been able to get in their supplies, this has caused a shortage at local points, with the natural result. The present price is 72 cents.

Glass is moving steadily and prices are firm. There is a feeling that present prices are too low, but as yet there has been no word from the manufacturers as to an advance.

THE STORE TALKSMITH.

I went into a hardware store to buy a quire of nails. The clerk I dealt with was a bore, who told me dreary tales. He wore a large elastic smile that split his face in two; his jaw was going all the while, and when his stunt was through, I cried: "Cut out these verbal gales! Let all this talk be tinned! Lo, when a patron comes for nails, you only hand him wind!" I went into the druggist's lair, to buy some pickled smoke; a languid salesman met me there, and said: "Say, here's a joke!" And then he slammed me on the back, and leaned against my bust, and quoted from some almanac a joke all red with rust. And then I smote him with a chair and knocked him through the floor, determined as I left that lair, to go there never more. Oh, when will buoyant salesmen learn to give their jaws a rest, and know that customers don't yearn for quip and ancient jest? Ah, how I love the quiet clerk, who sells me sealing wax, and keeps his mind upon his work, and sidesteps almanacs!—Walt Mason.

Experience Proves "QUEEN'S HEAD"



Galvanized Iron to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

Quality sells our Glass

When buying Window Glass, see
that you get the world-wide brand



Manufacturers of all kinds of British
Window Glass, Polished Plate, Silvered
and Bevelled Plate, Wired, Rolled and
Cast, Rolled Cathedral, Figured Rolled
White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England



Are you
Ready
to Deliver
**LIGHTNING
& BLIZZARD
FREEZERS?**

There will be a greater demand than ever this season,
for we are advertising them more extensively to both
dealer and consumer than ever before in the history of
the business.

DEALERS and HOUSEHOLDERS HAVE LEARNED
that the Lightning and Blizzard Freezers make the finest
cream with the least outlay in time, effort and material
of any Freezer made and will stand good hard use season
after season.

Better Order at Once
From Your Jobber.

NORTH BROS. MFG. CO
PHILADELPHIA, PA.

How to Sell More Pike Stones

Send for the Pike Window Display, and other Dealer
Helps free, to help boost your sales for



PIKE SHARPENING STONES

We have evolved some Dealer Helps and a Selling Scheme
that are proving of tremendous advantage to dealers—
including a big

Colored Window Display

that will beautify your whole store front and "pull" cus-
tomers in to buy. Send for it to-day.

New Pike Catalogue Now Ready

Send for this big new catalogue, too—the most complete
of the kind ever issued—full of valuable information, much
of it new. Uniform discounts and more convenient prices
are a big feature.

Pike Manufacturing Co.
PIKE, N.H., U.S.A.

PREVAILING MARKET PRICES.

Toronto, April 10th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 08
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. . .	0 16½
Sheets, plain, 14 oz. base	0 22
Sheets, tinned, 14 oz. base	20 ½
Sheets, plished, 14 oz. base	0 28
Sheets, braziers	0 23
Bars, round ½ to 2 in. .	0 21

Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, To-	
ronto	2 85
All bright, 52 sheets. . .	3 85
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	5 50
24 gauge, per square	4 50
26 gauge, per square	3 50
28 gauge, per square	3 30

Galvanized Sheets. Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 10 cents less.	
Apollo brand Toronto	
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10% oz., equal to 28 Eng. .	4 25

Iron Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19
Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15 2 25	
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18 25	
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.	4 25
Imported pig, 100 lb.	4 50
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft. .	5 00
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb.,	
24½	26 ½

Spelter, foreign, per 100 lb. .	6 75
Sheet Zinc	8 50
Tin, ingots, 100 lb.	47 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Ret-	
inned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard	
Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 25
72x30 up to 26 gauge,	
case lots	7 85

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire lb. .	11 ¼
Light copper bottoms	09 ¾
Heavy red brass	10 ¾
Heavy yellow brass	08 ½
Light brass	06 ½
Tea lead	02 ½
Heavy lead	02 ¾
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap. .	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00

Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue	
Stone)	0 06
Litharge, ground	0 5½
Litharge, flaked	0 06
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green,	
pure	0 15
Marine black, 25 lb. irons	
Signwriters' black, pure. .	0 6½

Glue, in sheets.	0 10
1 lb. packages (Brantford)	
0 25	

Petroleum—	
Can. Prime white, gal. .	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½

Putty—	
1st.	
2nd.	
Bulk in casks	2 35
Bulk 100 lb. drums	2 70
Bladders in barrels. .	2 90

Ready Mixed Paints—	
Per gallon, qt. tins. .	1 65
2 00	

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	5 00
Genuine, 100 lb. kegs,	
per cwt.	5 50

Shingle Stains—	
In 5-gallon buckets. .	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 69
Linseed Oil, single barrel,	
raw	0 92
Linseed Oil, single barrel,	
boiled	0 95

Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints, per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons. .	6 90
Canadian pure, ton lots. .	6 75

White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 09

Window Glass—	
United Inches	
Star	
D.D.	
Under 26	4 25
26 to 40	4 65
41 to 50	5 10
51 to 60	5 35
61 to 70	5 75
71 to 80	6 25
81 to 85	7 00
86 to 90	15 00
91 to 95	17 50
96 to 100	20 50
Toronto, 25 p.c.	

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz. .	0 60
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gliders, bolted. .	1 00
Whiting, plain	0 70

Adzes — Carpenters', per	
doz.	12 50
14 00	
Axes — Single bit,	
per doz.	6 00
9 00	
Double bit, per	
doz.	10 00
12 00	
Bench axes	6 75
10 00	
Broad axes	22 75
25 00	
Hunters' axes	5 00
6 00	
'Boys' axes	5 75
6 50	
Lathing hatchets	4 70
10 00	
Shingle hatchets. .	1 45
6 75	
Claw hatchets	1 70
5 00	
Barrel hatchets	5 50
6 85	

Ammunition—"Dominion" Rim Fire	
Cartridges and C.B. caps, 50, 10	
& 2½ p.c.; B.B. caps, 50, 10	
and 2½ p.c.; Centre Fire Pistol	
Cartridges, 25 and 12½ p.c.;	
Centre Fire Sporting and Military	
Cartridges, 10 and 10 p.c.;	
Primers, 10 and 2½ p.c.; Brass	
Shot Shells, 45 and 12½ p.c.;	
Shot Cartridges, discount same	
as ball cartridges.	

"Crown" Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 35	
p.c.	

Ordinary drop shot, AAA to	
dust 7.50 per 100 lbs., 25 per	
cent; net extras as follows: Chill-	
ed, 40c.; buck and seal, 80c.;	
No. 28 ball, \$1.20, per 100 lbs.;	
bags less than 25 lbs., ½ c. per	
lb. Add freight to Toronto 15	
cents 100 lbs.	

Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 47½; Gil-	
mour's auger, 60; Rockford's	
auger, 50 and 10; Gilmour's car,	
47½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	

Barn Door Hangers—	
Double strap hangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25

Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
70 p.c.	
Carriage Bolts, 7-16 and up,	
70 p.c.	
Carriage Bolts, Norway Iron (\$3	
list), 60 p.c.	
Machine Bolts, ¾ and less, 60,	
10 & 10 p.c.	
Machine Bolts, 7-16 and up,	
60 p.c.	
Plough Bolts, 55, 5 & 10 p.c.	
Blank Bolts, 60 p.c.	
Bolt Ends, 6 Op.c.	
Sleigh Shoe Bolts, ¾ and less,	
60 and 10 p.c.	
Sleigh Shoe Bolts, 7-16 and	
larger, 55 and 05 p.c.	
Coach Screws, new list, 7 p.c.	
Nuts, square, all sizes, 4½ c per	
lb. off.	
Nuts, hexagon, all sizes, 4½ c	
per lb. off.	
Stove rods, per lb., 5 ½ c to 6c.	
Stove Bolts, 80.	

Wire Nails, base.	2 20
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	

Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.85.	

Annealed Wire, base \$2.35.	
Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per	
100 ft,	

Spring Time Is Paint Time

And you should be ready for it with a stock of the right paint to paint right—the paint which is backed up by an experience and reputation of seventy years in the paint-making business.

Ramsay's Paints

will satisfy you, will satisfy your customers, and will give you a paint trade to be proud of.

There's a Ramsay Agency waiting for you, if you'll write us about it.

A. Ramsay & Son Co. Montreal

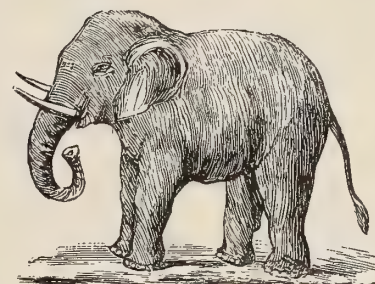
Paint Makers since '42

Western Distributors—

A. McBride & Co., Limited, Calgary; Revillon Bros.,
Limited, Edmonton; Bogardus, Wickens, Begg,
Limited, Vancouver



"ELEPHANT" GENUINE WHITE LEAD



Reputation sells merchandise and the merchant who stocks Elephant Genuine White Lead is making capital of public favor. It has been on the market over half a century and its excellent working, covering and wearing qualities are known wherever paint is used. Elephant White Lead is corroded according to the best English methods and it is thoroughly ground through mills of the latest design and efficiency. Your sales of Elephant White Lead will increase steadily.

WRITE FOR PRICES

The CANADA PAINT CO., Limited

MONTREAL

TORONTO

WINNIPEG

Bells—Door bells, push and turn, 45 and 10 p.c.	0 35	Cotton clothes line, 27½ off.	0 27	and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.
Cow bells, 65 p.c.	0 60	Ladies claw, handled, doz.	0 27	Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.	1 25	Azde eye nail hammer, 10 oz., doz.	0 26	Tinners' Snips—35 per cent.
Sleigh bells, body straps, each, \$1.15 up.	6 25	Azde eye, hickory handle, 1 lb., doz.	0 30	Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½.
Farm bells. No. 1, \$1.65.	7 00	Azde eye, straight claw, 1 lb., doz.	0 45	Traps (steel game)—Newhouse, 30 per cent.
Building Paper, Etc.—	5 60	Farriers hammers, 10 oz., doz.	0 35	Hawley & Norton, 40, 10 and 5 per cent.
Tarred slater's paper, per roll	0 70	Tinners setting, ½ lb., doz.		Victor, 60 and 5 per cent.
O.K. paper, No. 1, per roll	0 75	Machinists, ½ lb., doz.	4 50	Oneida Jump (Star), 50, 10, and 5 per cent.
Plain Fibre, No. 1, per 400 ft. roll	0 45	Sledge, Canadian, 5 lbs. and over	3 20	Wheelbarrows—
Tarred Fibre, No. 1, per 400 ft. roll	0 55	Sledge, Masons, 5 lbs. and over	0 06	Navy, steel wheel, dozen 21 20
Tarred Fibre Cyclone, 25 lb., per roll	0 55	Sledge, Napping, up to 2 lbs.	0 08	Garden, steel wheel, doz. 32 40
Dry Cyclone, 15 lbs.	0 45	Harvest Tools, 50 and 5 p.c.—	0 09	Wrought Iron Washers—Canadian, 50 per cent.
Plain Surprise, per roll	0 40	Sidewalk and stable scrapers, net, \$2.25.		Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft.; in 50-ft. rolls, \$1.70 per 100 sq. ft.
Resin sized Fibre, per roll	0 40	Wood hay rakes, 40 and 10 per cent.		Wire Door Mats—16 x 24, doz., \$9.00.
Asbestos building paper, per 100 lbs.	4 00	Samson, best quality, 50 per cent. Lawn rakes, net.		HOUSEFURNISHINGS.
Heavy straw, plain & tarred, per ton	37 00	Hinges—Blind, 50 per cent.		Stoves and Ranges—
Carpet Felt, per 100 lbs.	2 50	Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25.		Gas ranges, 50 per cent.
Tarred wool roofing felt, per 100 lb.	1 80	Light T and strap, 65 p.c.		Stoves and ranges, 50 and 5 per cent.
Pitch, Boston or Sydney, per 100 lbs.	0 70	Screw hook and hinge, \$3.50, \$4.50.		Furnaces, 45 per cent.
Pitch, Scotch, per 100 lbs.	0 65	Crate hinges and back flaps, 65 and 5 p.c.		Registers, 70 and 10 per cent.
Heavy Fibre, 32 & 60, per 100 lbs.	3 00	Chest hinges and hinge hasps, 65 p.c.		Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.
2 ply Ready Roofing, per square	0 70	Hinges (Spring)—Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10.		Kitchen Sinks—Cast iron, 16x24, \$1; 18x30, \$1.15; 18x36, \$1.95.
3 ply Ready Roofing, per square	0 95	Hooks—Bright wire screw eyes, 60 p.c.		Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36, \$3.15
2 ply complete, per roll	1 15	Bright steel gate hooks and staples, 40 p.c.		Enameled Ware—White ware, 75 per cent.
3 ply complete, per roll	1 35	Iron screw hooks, 60 and 20 p.c.		London and Princess, 50 per cent.
Liquid Roofing Cement, brls. per gal.	0 15	Iron gate hooks and eyes, 60 and 20 p.c.		Canada, Diamond, Premier, 50 and 10 p.c.
Liquid Roofing Cement, tins	0 20	Crescent hat and coat wire, 60 per cent.		Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.
Crude Coal Tar, per barrel	3 50	Stove pipe eyes, kitchen and square hooks, 60 p.c.		Premier steel ware, 60 and 10 p.c.
Refined Coal Tar, tins, per doz.	1 25	Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.		Star decorated steel and white, 25 per cent.
Refined Coal Tar, per barrel	4 50	Extension ladders, 15c. per foot up.		Hollow ware, tinned cast, 50 per cent. off.
Shingle varnish, per barrel	4 50	Lanterns—No. 2 or 4 Plain Cold Blast, per doz. \$6.75.		Enamelled street signs, 40 per cent.
Caps, per lb.	0 06	Lift Tabular and Hingle Plain, per doz., \$5.00.		Copper Ware—Copper boilers, kettles, 50 p.c.
Nails, per lb.	0 05	Japanning, 50c. per dozen extra.		Copper tea and coffee pots, 45 per cent.
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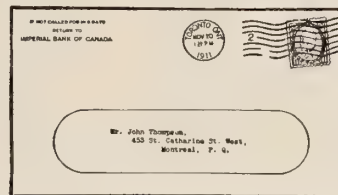
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J. H. Connor & Son, Ottawa.
Cummer Dowsell, Ltd., Hamilton.
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

WATER SERVICE SYSTEMS.

National Equipment Co., Toronto.

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

Bond Hdwe. Co., Guelph.
H. S. Howland, Sons & Co., To-
ronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Mont-
real.
Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Col-
lingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.

TWO SPLENDID BOOKS

Store Management Complete

Cloth Bound, 272 Pages, \$1.00 Postpaid

Retail Advertising Complete

Cloth Bound, 272 Pages, \$1.00 Postpaid

Both of these books were written by Frank Farrington, a successful retailer who can write as well as he can sell goods. Both are intensely practical and will be a help to any hardware merchant or ambitious clerk.

SPECIAL SUBSCRIPTION OFFER

To any new subscriber sending \$1.00 for one of the books we will include a subscription to Canadian Hardware, Stove & Paint Journal to January 1, 1913.

To any present subscriber sending \$1.00 for one of the books we will extend his subscription to Canadian Hardware, Stove & Paint Journal for six months.

FILL IN THIS FORM

Commercial Press, Limited
408 McKinnon Building, Toronto

Gentlemen:

Kindly add my name to the list of subscribers of CANADIAN HARDWARE, STOVE & PAINT JOURNAL and send me.....for which I enclose \$1.00.

Name.....

Address.....

CLASSIFIED ADVERTISEMENTS

Advertisements under this head ten cents per agate line each insertion. About ten words to one line. Remit when ordering.

SALESMEN WANTED

TO CARRY AS A SIDE LINE a legitimate and good selling article. Good commission. See advertisement in this issue, THE OSCAR ONKEN CO., Cincinnati, Ohio.

WANTED.—EXPERIENCED HARDWARE CLERK that has window dressing experience, one that speaks French preferred, send photo of a window and also of self with application. Highest salary paid with good chance for increase. ROSS HARDWARE CO., LTD., Moose Jaw, Sask.

STORE MANAGER WANTED

WE HAVE A GOOD PROPOSITION for an energetic Young Man, to take charge of retail stove, tinware and furnace store. Must have experience and some capital. BOWES, JAMIESON, LIMITED, Hamilton, Ontario.

TINSMITHS WANTED

TINSMITH wanted at once. Best wages. Write or telegraph. MAGLAD-ERY BROS., New Liskeard.

WANTED—A TINSMITH with one or two years' experience to complete trade and clerk in store spare time. Apply stating salary to A. R. WRIGHT, Fort Burwell.

GOOD OPENING FOR TINSMITH

THE TINSMITHING AND PLUMBING DEPARTMENT of Binns' Hardware, Newmarket. Est. 20 years. Tools almost new. Sft. brake. Town 3,000 and booming. One opposition. Splendid chance for the right man. Apply G. A. BINNS, Newmarket.

STORAGE TO RENT

STORAGE, VANCOUVER, B.C.—Storage or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. MARTIN & ROBERTSON, LTD., 329 Railway St., Vancouver.

COMMISSION LINES WANTED

HARDWARE LINES WANTED on a commission basis, covering western provinces. CANADIAN SPECIALITY CO., Suite 307, Travis Bldg., Calgary, Alta.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street 52 Canada Life Building
Toronto Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

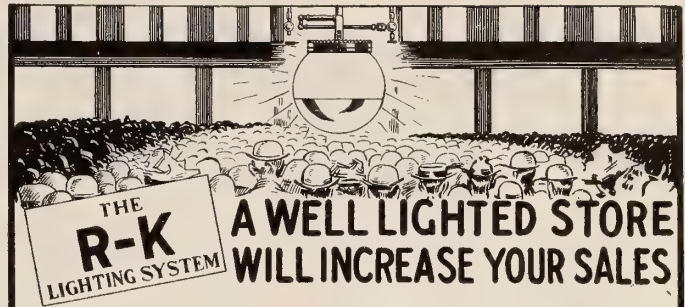
Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE.—The quickest, cleanest and easiest dehorners made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.



Do you know that people are attracted to a well lighted store and that consciously or unconsciously they avoid a poorly lighted one. You can make your store attractive—bright and inviting by using Rice-Knight Lighting System. Can be installed anywhere—burns same as city gas—always ready to light. Cheaper than gas or electricity. Make your store the brightest spot in town. Let us tell you how—write to-day for booklet "S."

RICE-KNIGHT LIMITED, TORONTO

Local hardware agents wanted in every town.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

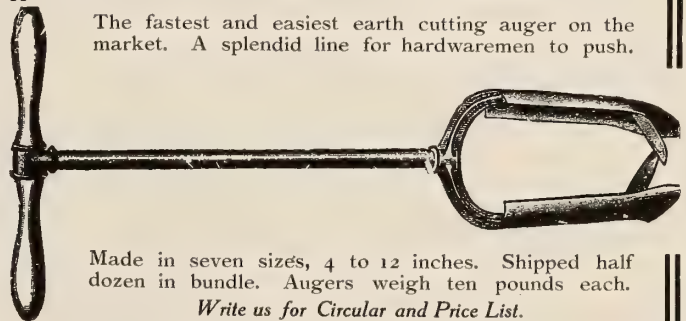
J. J. TURNER & SONS

Peterborough, Ont.

Regina, Sask.

IWAN'S PATENT POST HOLE AUGER

The fastest and easiest earth cutting auger on the market. A splendid line for hardwaremen to push.



Made in seven sizes, 4 to 12 inches. Shipped half dozen in bundle. Augers weigh ten pounds each.

Write us for Circular and Price List.

ERIE IRON WORKS, St. Thomas, Ont.

PROFITABLE SIDELINE FOR SALESMEN

We have an attractive proposition for traveling Salesmen as well as for ambitious Clerks or Office men in hardware stores. Big margin offered and very easy to get results

Address: "Manager"

Commercial Press, Ltd., 408 McKinnon Building, Toronto

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

LUFKIN

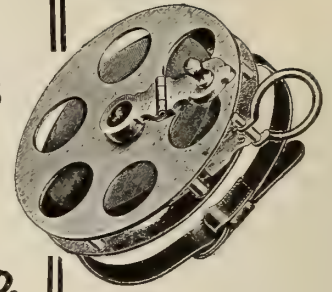
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

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ALL WONDER-SHINE

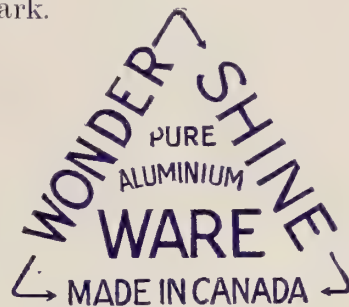
PURE ALUMINIUM COOKING UTENSILS

WILL—Be "Made in Canada" Goods.

WILL—Be sold through the trade only, and not peddled from door to door.

WILL—Be heavily advertised by brand.

WILL—Bear this trade mark.



Please hold your orders until you receive our catalogue or see our samples.
Our prices will be right. Write us to-day telling about your requirements.



We have some new **WONDER-SHINE** POLISHES coming.

Push **WONDER-SHINE** SILVER CLEANER—50% profit to you on every package you sell.

PRICES NET	Per Doz.
10c. Packages, 6 Doz. in case,	\$.80
25c. Packages, 3 Doz. in case,	2.00
50c. Packages, 1 Doz. in case,	4.00

Complete \$1.00 outfits, including baskets - - - 7.80

Electros in packages	
10c. Size	- - - .80
25c. Size	- - - 2.00
50c. Size	- - - 4.00

WONDER-SHINE LIMITED,

General Offices:—220 King St. West
TORONTO, CANADA

MAKE MORE MONEY

Aggressive dealers in every part of Canada have realized that the handling of

INTERNATIONAL Varnish and Varnish Specialties

means added profit and complete satisfaction.

Over 40 years' reputation for quality is back of every can of "International" Products, and the measure your customers get is always Full Imperial Measure, not wine or short measure.

Here are a few leading "International" Lines:

Household Lacquer

Floor Finish

White Enamel

Stains

Finishes

GET DETAILS
OF OUR
PROPOSITION

IT WILL PAY
YOU WELL

K8

TORONTO

INTERNATIONAL VARNISH CO.
LIMITED

WINNIPEG

Canadian Factory of STANDARD VARNISH WORKS

NEW YORK

CHICAGO

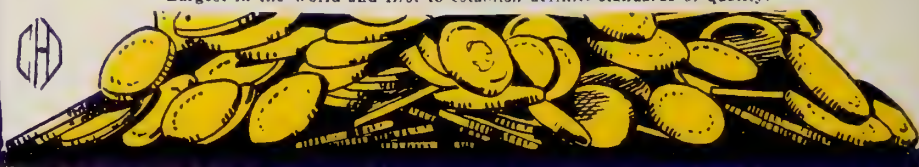
LONDON

BERLIN

BRUSSELS

MELBOURNE

Largest in the world and first to establish definite standards of quality.



CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOL. 4.

Published by Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 5.



"SAMSON"
Screw Compression
Grease Cup



"SULTAN"
Gas Engine
Cylinder Oil Cup



"SILEX"
Self-Feeding
Grease Cup



GENUINE



"SAFETY"
Crank Pin
Automatic Oiler



AUTOMATIC INJECTOR

The Peer of all Automatic Injectors



"SICO"
Snap Lever
Solid Shank
Oil Cup



"SALUTE"
Sight Feed
Oiler



"SLIDE TOP"
Screw Regulating
Oiler

OIL AND GREASE CUPS
ARE OUR SPECIALTY

*Look for our Trade Mark. It
Stands for the Highest Quality.*

Penberthy Injector Co., Limited, Windsor, Ont.

The Momentum of the GILLETTE

Ever watch a big Mogul puff and tug to start a heavy freight train? It certainly takes some energy.

But when that train has hit a 40 mile gait, it is easier to keep it going than to stop it.



It took no end of advertising and a vast amount of energy to convince men that the GILLETTE Safety Razor, so different from the open blades to which they had been accustomed, would shave them quicker and better, as well as more safely. But we did it.

Once started, that idea has steadily gained momentum as time has proved the GILLETTE'S superiority. Persistent, vigorous advertising has helped it along, and now when a man thinks of safety razors he is almost sure to think first of the GILLETTE. Over six million have been sold, at prices that have never been cut, and sales are increasing every year.

What is true of the country as a whole is true of your particular section of it. To YOUR customers the GILLETTE is "The Razor of To-day."

It's a great deal easier for you to keep this idea going than it is to stop it—and it pays decidedly better.

With its immense popularity—its substantial, protected profits—and the way it brings men back regularly for new blades—the GILLETTE stands alone among razors. It's the livest specialty a hardware man can handle.

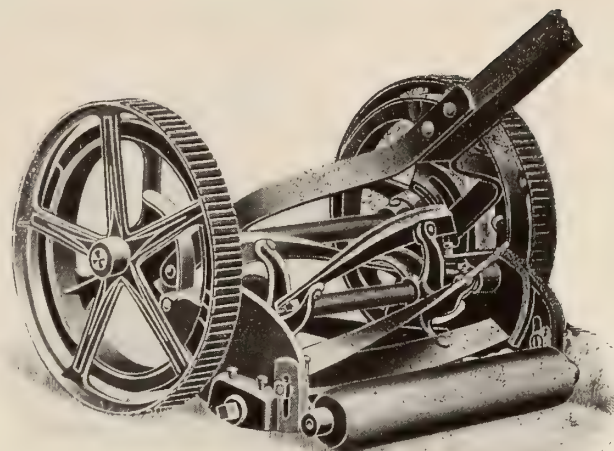
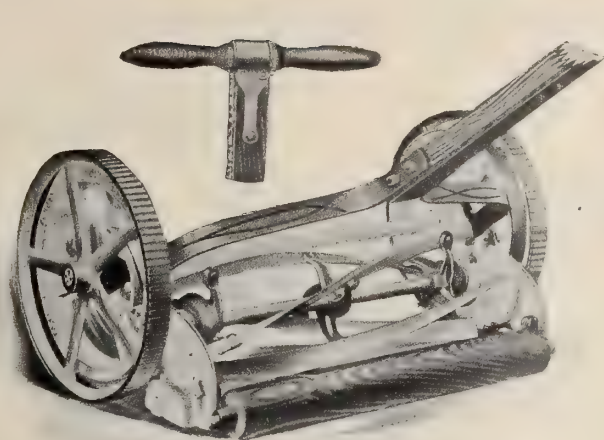
Are you taking advantage of the GILLETTE'S momentum to increase YOUR business?

The Gillette Safety Razor Co., of Canada

Limited

Office and Factory : The New Gillette Bldg., Montreal





The "EMPRESS" and the "WOODYATT"

*Two Lawn Mowers
With Reputations*

The salesman for a hardware jobber sold a hardwareman a stock of low priced lawn mowers a year ago. "Price" was the salesman's chief argument and the hardwareman tried to sell the mowers by using the same argument.

But one day a customer demanded "quality" and offered to pay more for a good machine. A friend recommended an "Empress" and the retailer finding that his jobber made the cheap line his leader, bought half a dozen "Empresses" direct from us. They sold quickly, gave him a better profit than the low priced line and, equally important, his customers got better satisfaction.

This year the retailer is pushing the higher grade goods but he also carries a couple of the cheap machines to show to those who won't take his advice and make "Quality" instead of "Price" their motto.

The "Empress" Lawn Mower carries the Taylor-Forbes guarantee of quality and it is one of the best sellers on the market. It is fitted with special tool steel knives, case hardened adjustable covers, ball bearings and balls, has specially prepared polished steel shafts, with four knife cylinder and 10½ inch drive wheels.

The "Woodyatt" continues to hold its popularity as the most popular high grade lawn mower on the Canadian market. It is fitted with oil tempered, tool steel knives, extra long and adjustable bearings, made of the highest grade materials throughout, has four knife cylinder and 10½ inch drive wheels.

If you have not placed your order for your season's requirements and your jobber prefers to push cheaper lines, write us and we will see that you get prompt and careful shipment as well as the best prices and cash discounts.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 531-2 Dock St., St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

BUILDERS HARDWARE WITH A REPUTATION

CRESCENT



Hinges, Butts, Staples, Latches, Gate Hooks,
Parlor Door Hangers, Barn Door Hangers,
Corrugated Strap and Tee Hinges, and Light,
Medium and Heavy Strap and Tee Hinges

CANADA STEEL GOODS CO., Limited
HAMILTON, - - - ONTARIO

The Steel Company of Canada Limited

Stove Bolts *Stove Rods*
Rivets

Pig Iron Steel Bands Wire Nails

We can Make Prompt Shipment of Orders Placed Now

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.



Strong Where Strength is Needed

Samson Farm and Garden Tools

Specially selected handles of Canadian second growth white ash. The most careful attention is given to the quality of all material used in the manufacture of these goods.

Adjustment, balance, finish, every process is closely watched and tested before leaving the factory. This is a splendid line for any dealer to push and we guarantee that the Samson Lines will give absolute satisfaction to every purchaser.

Send us Your Orders

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

WE SHIP PROMPTLY

TORONTO

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

NICHOLSON MADE FILES AND RASPS

THE STANDARD
FOR 47 YEARS

When you stock NICHOLSON-MADE goods you have the finest quality obtainable in file or rasp.

There's nobody so well informed regarding this fact as the men who use files and rasps every day of their lives, and this is the class of trade you get by selling NICHOLSON-MADE.

These are the best brands:

"AMERICAN"	"GLOBE"
"GREAT WESTERN"	"ARCADE"
"McCLELLAN"	"J. B. SMITH"
"KEARNEY & FOOT"	"EAGLE"

*Made in Canada by us
and sold by all jobbers*

NICHOLSON FILE CO.
PORT HOPE, ONT.



To the Hardware Trade

Do NOT let your Competitor make ALL the Sales when YOU can draw the greatest part of it your way by handling our guaranteed line of

SHOVELS

They are perfectly balanced, and have a finish that cannot be surpassed.

We make **WELDED SHOVELS** because experience proves, and the trade demands, goods that are stronger, and more durable than other makes.

*We Ship Promptly
No Irritating Delay*

Write for Catalogue and Prices either to Head Office, or to the following Selling Agents:

ONTARIO

N. B. Misener, 105 Cowan Avenue, Toronto

QUEBEC

Delorme Bros., 15 Debresoles Street, Montreal

MANITOBA AND SASKATCHEWAN
Tees & Persse, Limited, Winnipeg

ALBERTA

Tees & Persse of Alberta, Limited

BRITISH COLUMBIA

E. E. Crandall, 1073 Hamilton Street, Vancouver

MARITIME PROVINCES

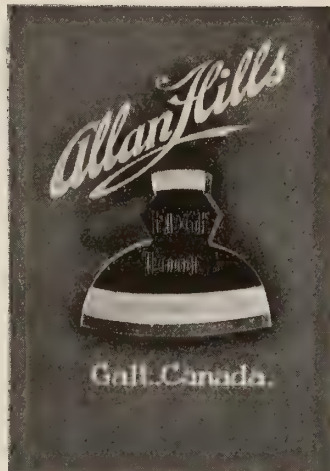
S. N. Sancton, St. John, N.B.

**The Lundy Shovel &
Tool Co., Limited**

PETERBOROUGH
ONT.



Send for
Our New



Edge Tool
Catalogue

Illustrating our full line of

Axes

Chisels

Draw Knives

Adzes

Hammers

Picks

Crow Bars

Lumbering Tools

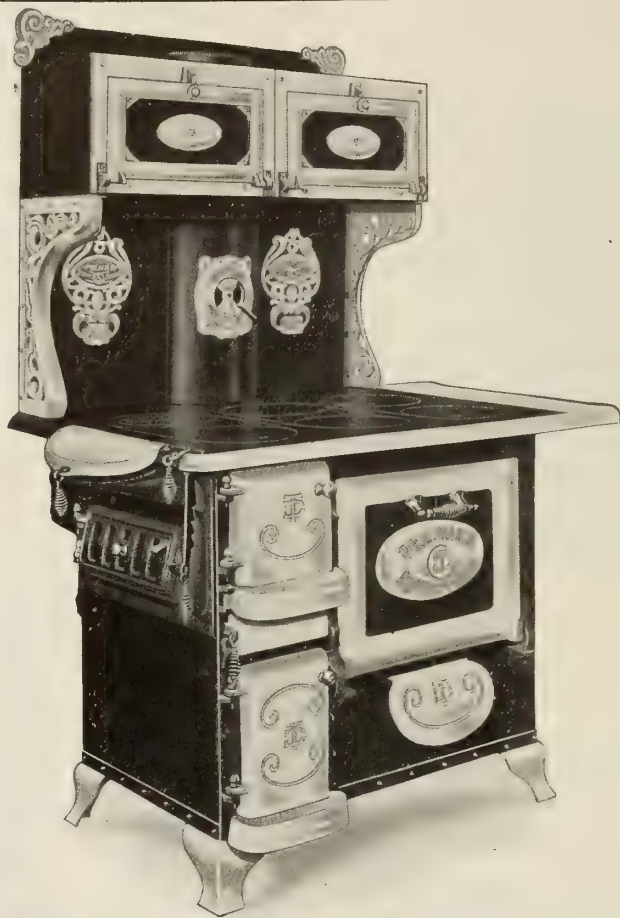
We Make Them

All Jobbers Sell Them

Allan Hills Edge Tool Co.
Galt, Ont.

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannatyne Ave. •
Winnipeg
Western Representative



Davidson's "Premier Marathon" Steel Range

Is worthy of special attention. Strongly built of best quality rolled steel plate. A good worker—practically perfect.

Improved design for 1912
Extra large and well proportioned
fire box
New duplex draft
Square roomy oven
Cast iron smoke flue
Exceptionally heavy top
Ventilated Base
Plain, heavily nickered trimmings

Can be supplied on feet or base in four sizes and numerous styles.

Write for booklet with prices and illustrations

The Thos. Davidson Mfg. Co.

Limited

Montreal

Toronto

Winnipeg

WIRE ROPE

We manufacture different rope for different purposes

*Swedish Charcoal
Crucible Cast Steel
Mild Plow Steel
Best Plow*

*Acme Brand
Galvanized Siemens-Martin
Galvanized Strand*

WRITE FOR CATALOGUE

State kind of rope required or purpose to be used for

THE B. GREENING WIRE CO., LIMITED

HAMILTON, ONT.

MONTREAL, QUE.

MOTOR BOAT AND AUTOMOBILE SUPPLIES



EVERY Hardware dealer should realize the growing popularity of Motor Boating, and the large trade in Accessories and Marine Engines arising from same.

The wide awake dealer should have all the necessary supplies, such as Magnetos, Spark-Plugs, Carburators, Lights, and a full line of Marine Hardware and Automobile specialties.

Our stock is the largest in Canada, and our nearest house can fill your requirements promptly.

Our Catalog, No. 24, shows one line of Motor Boat accessories.

A card to our nearest branch will bring it to you.

If you are interested in Marine Engines, let us send you a Catalog No. 23, illustrating "Fairbanks-Morse" Marine Engine.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

*Fairbanks Standard Scales, Fairbanks-Morse Gas and Gasoline Engines
Safes and Vaults.*

MONTREAL ST. JOHN OTTAWA TORONTO WINNIPEG CALGARY
SASKATOON VANCOUVER VICTORIA



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

WEATHERPROOF
CASCO
PRODUCTS

Everlastingly
Waterproof

Cannot be Beaten
for Price

"Sankote" Asphalt Roofing

Every general merchant should stock a certain amount of Roofing, but when doing this he must get a product that is strong and durable yet low in price if he is to please his builder and farmer customers.

"Sankote" weatherproof roofing is the most satisfactory roofing made for Canadian climatic conditions. It can be used over old shingles, etc., and is the best value for the price on the market. Full directions, also Roofing Nails and Liquid Cement packed in every roll. Can be successfully laid by anyone.

Write us at once for full particulars about our "Sankote" and "Leeknott" Weatherproof Roofing, and also other Waterproof Casco Products.

Agents Wanted

CANADIAN SUPPLY COMPANY

220 King Street West, Toronto

MAXWELL'S BARROWS

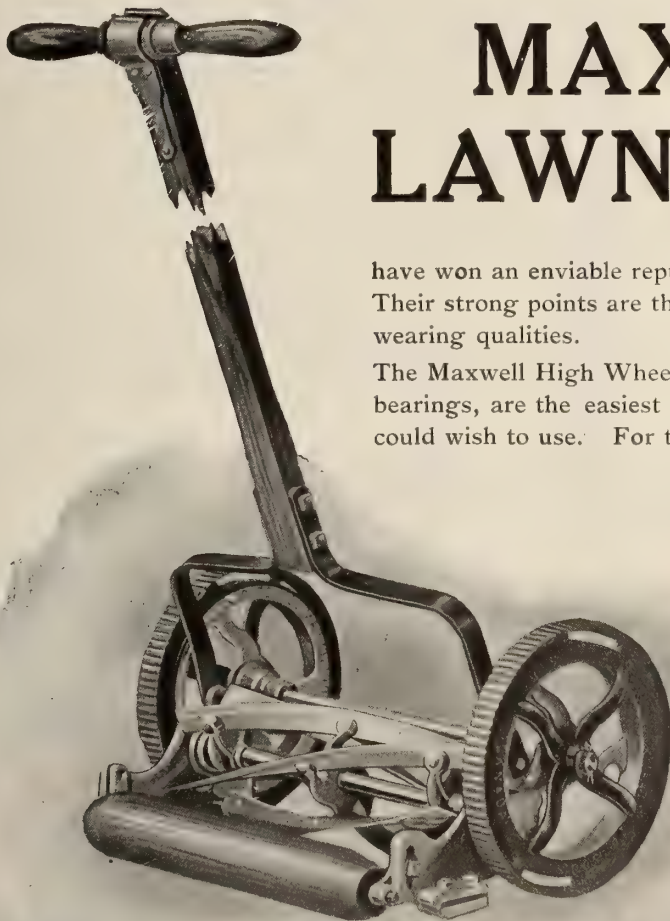
are noted for exceptional strength in proportion to their weight. That comes from good designing and the use of carefully selected materials. The wood used in their construction is tough, thoroughly seasoned and durable, while the steel wheels are practically indestructible.

Made in several styles, including General Purpose, Garden, Railroad and Mortar Barrows, in weights ranging from 49 to 70 pounds. Whatever your customer's needs, there's a Maxwell Barrow to satisfy them.



No. 1 General Purpose Barrow

MAXWELL'S LAWN MOWERS



have won an enviable reputation on both public and private lawns. Their strong points are their clean, easy cutting and their splendid wearing qualities.

The Maxwell High Wheel Models, with five or six knives and ball bearings, are the easiest running, cleanest cutting mowers a man could wish to use. For the man who wants a lower priced machine the cheaper Maxwell models give the best value that can be had.

Wheel heights run from 8 to 10½ inches—the number of knives from 3 to 6—and the cutting widths from 12 to 20 inches.

You are doing a real service to your customer, and thus to yourself, when you recommend the Maxwell Lawn Mower.

*Write for Catalogue of House
and Garden Specialties to*

Maxwell's High Wheel Lawn Mower

DAVID MAXWELL & SONS, ST. MARY'S, ONTARIO

Take ONE Minute to read this

extract from an Ontario manufacturing plant in answer to a circular letter of ours:—

"We have been using your belting right along and are satisfied with our arrangements with the local Hardware Dealer through whom we get it"

You can get the same sort of steady trade

which, when once started, keeps coming right along without your worrying over it. You can get it if you handle

"CLIMAX" "Reliance"

and

"AMPHIBIA"
(WATERPROOF)

Leather Belting

Write us about a stock—we have a good proposition to make to you.

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

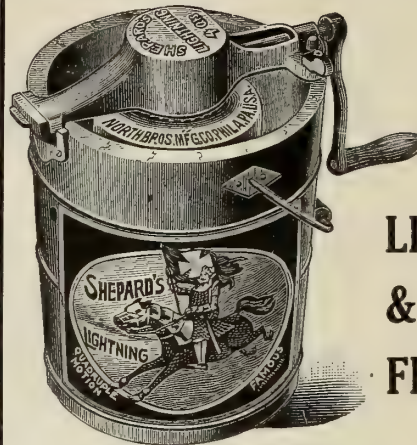
TORONTO
27 Melinda St.

ST. JOHN, N. B.
89 Prince William St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*



Are you
Ready
to Deliver
**LIGHTNING
& BLIZZARD
FREEZERS?**

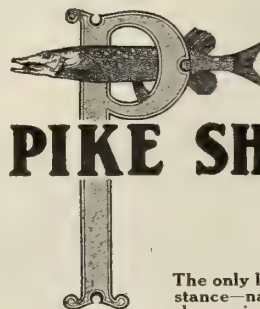
There will be a greater demand than ever this season, for we are advertising them more extensively to both dealer and consumer than ever before in the history of the business.

DEALERS and HOUSEHOLDERS HAVE LEARNED that the Lightning and Blizzard Freezers make the finest cream with the least outlay in time, effort and material of any Freezer made and will stand good hard use season after season.

Better Order at Once
From Your Jobber.

NORTH BROS. MFG. CO
PHILADELPHIA, PA.

Where to Sell More Sharpening Stones



Sell them in **Homes** as well as in **Shops**. Every home needs one of the many.

PIKE SHARPENING STONES

The only line that includes every sharpening substance—natural or artificial—each best for some sharpening need.

Pike's Combination Oilstone is just the thing for general, all-round tool sharpening—just the thing for the man whose pet hobby is tools. Get after the trade of the housewife who needs the Pike India Kantbreak Knife Sharpener. Show every fellow who shaves how indispensable is the Pike Strop-Hone.

All this is *easy* with Pike's Free Dealer Helps. Send for the

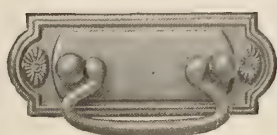
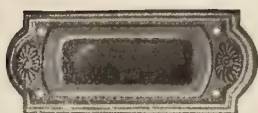
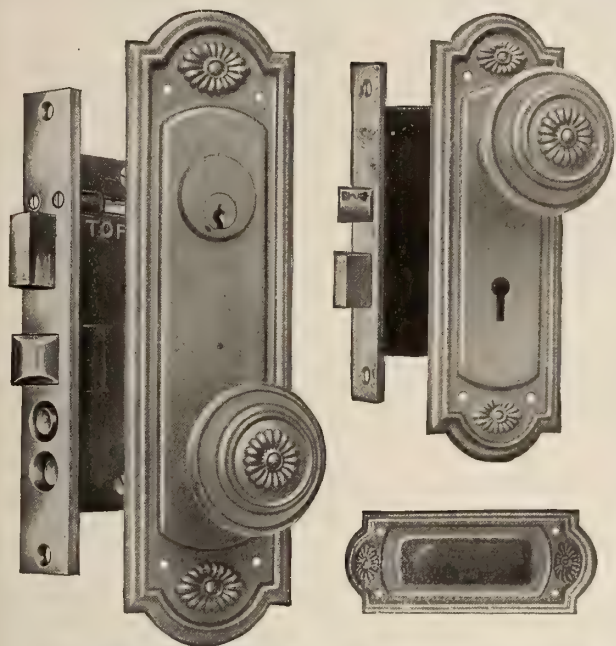
Big Colored Window Trim

It pictures these home uses. So do our colored Store Cards. We can help you a lot if you'll let us. Write us to-day for fuller particulars and for

The New Pike Catalog

Ninety-eight pages of valuable information with special reference to Pike's New System of Uniform Discounts and more convenient prices.

PIKE MANUFACTURING CO., 23 Main St., Pike, N.H.



"Rome" Design

BUILDERS' HARDWARE

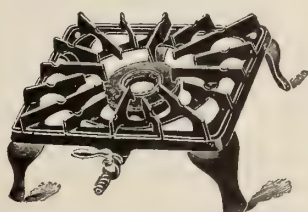
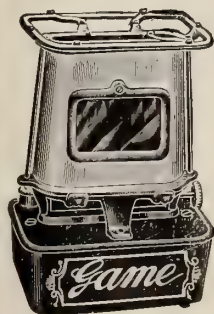
Oil and Gas Stoves

Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

*Send for complete descriptive
catalogues and price list of
over 600 items.*

**The Taylor & Boggis
Foundry Company**

Cleveland, Ohio
Sixth City



Closed.

"The Mug With The Disappearing Handle"

(Patent Pending)

Holds a brimming tumbler full.

Can be used for hot liquids.

Has a sanitary cover.

Folds up flat, like a watch.

Does not drip.

And is

Hero Quality

All through !



Open.

No. 749 Aluminum. No. 750 Brass.
Nickel Plated, Silver Plated or Gold
Plated, with or without Leather Cases.

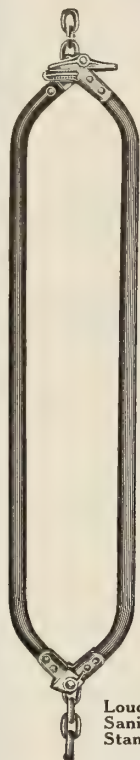
Your Jobber has them. Reasonable price.
Order early.

The Hero Mfg. Company,

Kensington,

Philadelphia, Pa.

Make More in 1912



Louden
Sanitary
Stanchion

WITHOUT adding to your expenses, you can add a good deal to your profits by selling the farmers of your neighborhood the Louden Line of Barn Equipments, as described below.

Selling the LOUDEN LINE of Barn Equipments

is made easy because Louden Barn and Hay Tools are well and widely known throughout the whole of Canada by reason of persistent advertising in the agricultural papers of the Dominion. Also the Louden Line without doubt represents the very best Barn and Hay Tools made—they are the result of 46 years of intelligent thought and practical experience.

Louden Sanitary Steel Stalls and Stanchions

positively increase the yield of milk by adding to the comfort and contentment of the cows. Learn all about them from our Catalogue. Press home the point that to install these devices is an **investment**. We can give you a wealth of testimony.

Louden Hay Carriers and Forks

You do not need to urge the point that the scarcity of labor requires the use of labor-saving appliances, especially for the quick handling of crops. Our **Junior Hay Carrier**, and **Balance Grapple Fork** are an ideal equipment. We also make a **Double Harpoon Fork**.

Louden Bird-Proof Barn Door Hangers

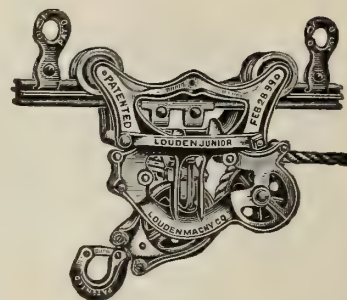
This Hanger you are doubtless already familiar with, since it is on pretty general sale by Hardware dealers everywhere. Being **bird-proof** and **snow-proof**, simple and strong, it is the best Barn Door Hanger in the world.

Louden Feed and Litter Carriers

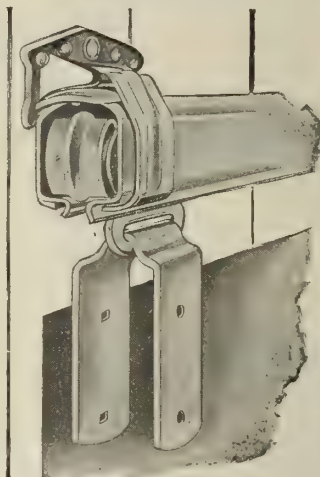
Now and in the early autumn is the time to suggest Feed and Litter Carriers to dairy and stock farmers. The Louden Carriers are **marvels of efficiency**. You can sell them—many of them—with our help. Send us the name of progressive farmers and we will work with you to get an order.

Write for our proposal to dealers. Send for catalogue "Everything for the Barn"

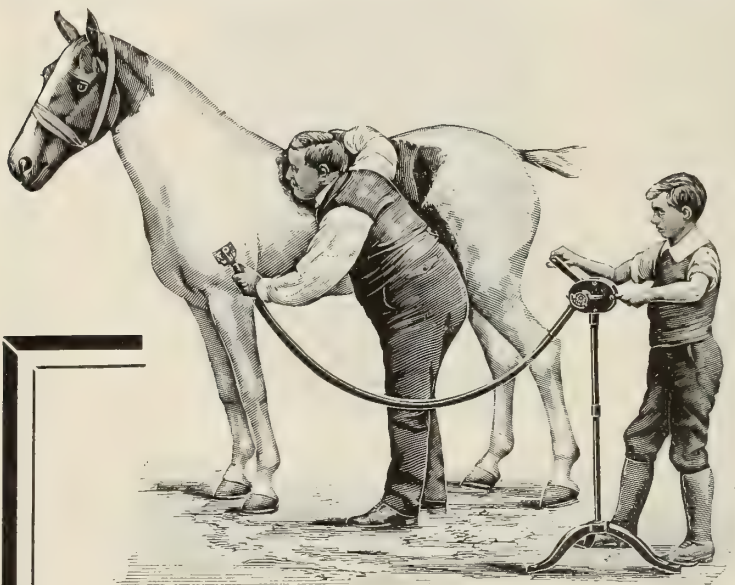
Louden Machinery Company, Guelph, Ont.



Louden's Junior
Hay Carrier



Louden's Bird-proof
Barn-Door Hanger



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

THE "WEAR-EVER" Sample Aluminum Saucepan

pictured, of which the list price is 55 cents was advertised in Women's magazines last year as the sample that would be sent for 30 cents to women who could not secure the saucepan off dealers. The same saucepan will be advertised this year. In order that women may secure the sample saucepan from you, rather than from us, we make you a price on this special of 20 cents, if ordered in lots of twenty-five or more. Cash in on the demand created by demonstrating salesmen and by national advertising of aluminum utensils bearing the "Wear-Ever" trade mark. Write

The Aluminum Cooking Utensil Co.

DEPT. 27, NEW KENSINGTON, PA.

Distributing Agents for Canada, Northern Aluminum Co., Ltd. Toronto, Can.

Warehouses: New Kensington, Pa. East St. Louis, Ill., Portland, Ore., Toronto, Ont.
Branch Offices: Boston, New York, Philadelphia, Pittsburgh, Cincinnati, Detroit, Chicago, Baltimore, Minneapolis, Kansas City, East St. Louis, New Orleans, Portland.

"No! They are not all the same."

"Wear-Ever" Aluminum Utensils are different.



Of course, aluminum is aluminum; but utensils may differ in purity, in thickness, in handles, in finish.

Purity. "Wear-Ever" utensils are 99 per cent pure.

Thickness. They are made *thick* enough to prevent denting readily; *thick* enough to guarantee a lifetime of satisfactory service.

Handles. Take hold of the aluminum handle of a hot aluminum utensil—even with the usual "holder"—and you quickly will be convinced that aluminum is a "good conductor of heat." The handles of "Wear-Ever" utensils are made of the best tinned steel. Aluminum handles would become too hot—wooden handles would burn off or break. The handles of "Wear-Ever" utensils are gripped to the utensils by aluminum rivets with large heads. The heads are not sunk into the side of the utensil—the side remains of uniform thickness, strong enough to hold the handle on firmly for years.

Finish. The outside of a "Wear-Ever" utensil is polished. The inside is hardened by an electrical process which makes the metal harder, smoother, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than would be possible if the utensils were not so finished.

THE "WEAR-EVER" TRADE-MARK is your guarantee of Safety, Saving, Service.

Replace utensils that wear out with utensils that "Wear-Ever"

If your dealer cannot supply you with "Wear-Ever" ware, just fill in and mail the coupon below, enclosing 15 two-cent stamps (Canadian stamps accepted), and we'll send you, prepaid, the 1-quart saucepan pictured.

Write for booklet, "The Wear-Ever Kitchen."

THE ALUMINUM COOKING UTENSIL CO.
Dept. New Kensington, Pa.
or NORTHERN ALUMINUM CO., Ltd., Toronto
Distributing Agents for Canada



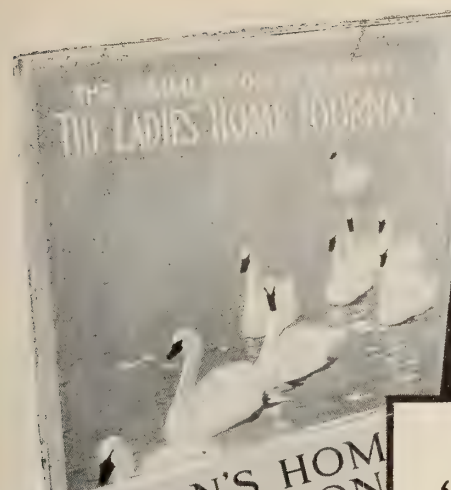
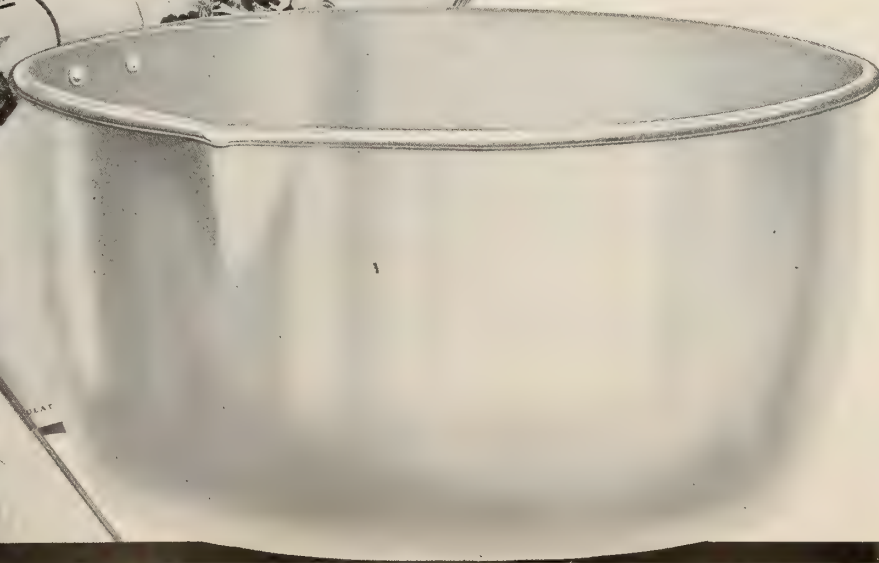
THE ALUMINUM COOKING UTENSIL CO.,
Dept. New Kensington, Pa., or
Northern Aluminum Co., Ltd., Toronto, Ontario.
(Distributing Agents for Canada.)

Please send me, prepaid, sample, 1 quart "Wear-Ever" Saucepan, for which I enclose 15 two-cent stamps (30c.), money to be refunded if I'm not satisfied.

Name _____

Address _____

Dealer's Name _____



Stake Your Good Name On This Gun

You run no risks.

Perfect workmanship and flawless material have produced a standard in

Tobin
Simplex Guns

which has never been surpassed.

You are in business for profits.
The right gun, rightly handled, will mean great big profits for you.

Ask us for our special proposition for your territory.

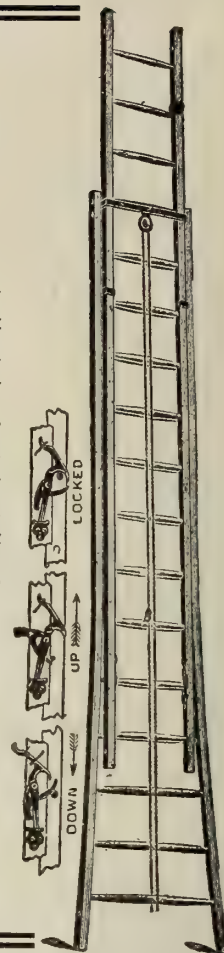
Tobin Arms Mfg. Co., Limited
Woodstock, Ontario

OUR ROPED EXTENSION LADDER

Is the safest and most convenient ladder for painters and contractors as it can be adjusted to any height required. Has automatic hooks that lock every round and unlock between the rounds. It is made of clear yellow pine and rock-elm rounds and can be easily converted into two ladders. It is constructed to meet the requirements of a high grade ladder and never falls short of what we claim it to be.

If you haven't one of our 1912 Catalogues send a post card giving your address.

**STRATFORD
MFG. CO., LTD.**
STRATFORD ONT.



INVALID ROLLING RECLINING AND CARRYING CHAIRS

WRITE FOR
GRADE "C" CATALOGUE
CONTAINING
FULL LINE



Gendron
THE
GENDRON MFG. CO. LIMITED
TORONTO
Canada

AXE HANDLES

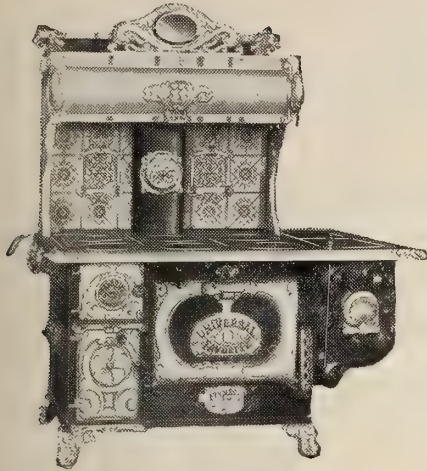
The Name
"J. H. Still"
Stands For
Quality

When you sell a customer an axe handle you want him to be pleased rather than dissatisfied with the result of his purchase. A pleased customer means future sales of other goods.

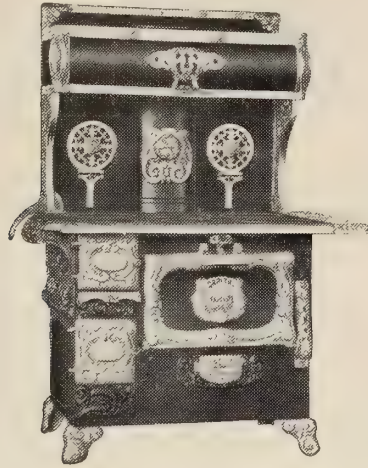
It pays best to sell high-grade goods and that's why you should insist on having your jobber supply you with handles made by the J. H. Still Company.

Our axe handles are all made of good first-class hickory, well seasoned, and all nicely finished and polished. And every one carries our guarantee of quality. If you can't get them from your jobber write us direct.

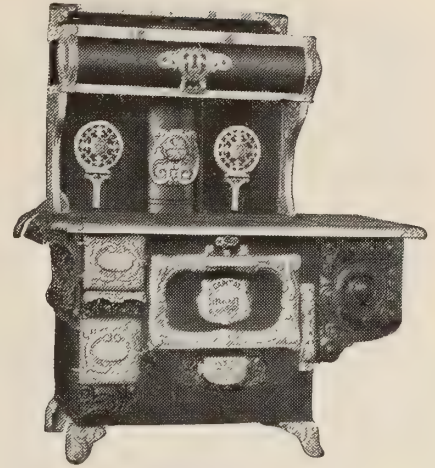
J. H. Still Mfg. Co., Limited
St. Thomas, Ont.



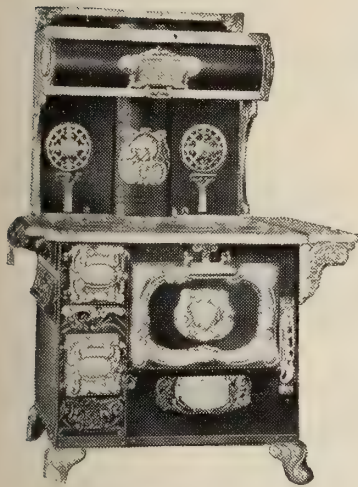
UNIVERSAL FAVORITE
18 and 20-Inch Ovens



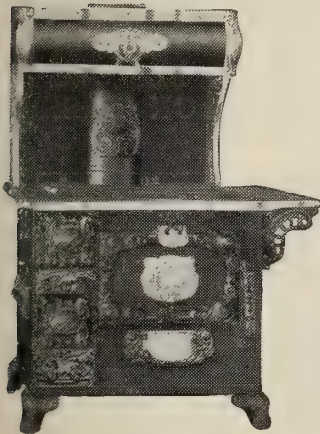
CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CROWN FAVORITE
16 and 18-Inch Ovens



COLONIST
16 and 18-Inch Ovens



GLEANER
14 and 16-Inch Ovens

A Range to Suit Every Class Both as to Quality and Price

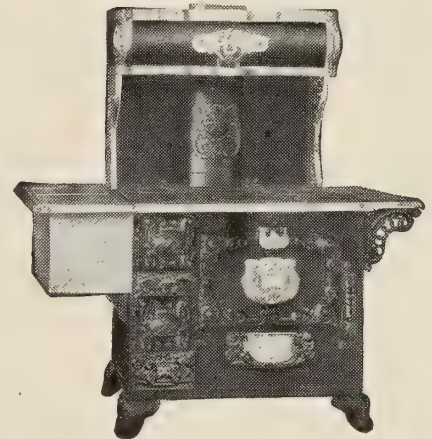
THE UNIVERSAL FAVORITE is our **Leader**. It has **Size, Weight, Style** and more genuine selling points than any other range on the market. It is distinctly in a class by itself and its attractiveness demands the attention of the buying public.

THE CAPITAL FAVORITE is a medium priced Range, substantially built, a great business getter, and very popular with the trade.

THE CROWN FAVORITE is a Six-Hole Range. It looks well, it works well and is the kind to have on your floor to meet competition.

THE COLONIST is a Six-Hole Range and shows up big for the money. This Range will enable you to meet the competition of Catalogue Houses and at the same time net you a fair profit.

THE GLEANER is a Four-Hole Steel Cook fitted with Flat or Duplex Grates, and the price for which it is sold is practically giving it away.



COLONIST
16 and 18-Inch Ovens

The road to success has a myriad of forks, and the man who once turns in the wrong direction must either go back or fail. Now, **MR. DEALER**, one of the main arteries to success in your business is a good line of **STOVES and RANGES**. If you are not satisfied with your Stove Trade, write us.

FINDLAY BROS. CO., Limited

Head Office and Works: **CARLETON PLACE, ONT.**
Branch House: **260 PRINCESS STREET, WINNIPEG**

DISTRIBUTING AGENCIES:

H. H. Dryden
Sussex, N.B.

Stewart & Co.
Toronto, Ont.

D. V. Cope & Co.
Calgary, Alta.

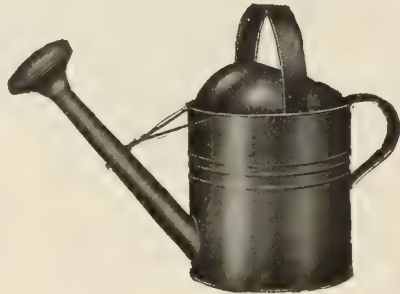
Revillon Bros., Ltd.
Edmonton, Alta.

Geo. D. Horsman
Vancouver, B.C.

THE S.M.P. WATERING POTS

FITTED WITH

Seamless Breasts, Patent Zinc Roses and Detachable Spouts



Prices on
Application



Plain Tin, Japanned or Galvanized

QUARTS 1, 2, 3, 6, 10, 14

THE SHEET METAL PRODUCTS COMPANY

OF CANADA

SUCCESSORS TO

LIMITED

Kemp Manufacturing Company

Montreal

TORONTO

Winnipeg

Black Jack

Sold by
all
Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

THE "GEM" WASHER

HIGH SPEED FLY WHEEL
RAPID ACTION DASHER



For smooth running, easy working and rapid action this machine has no superior.

The Dasher causes a great agitation in the water, and the clothes are cleansed very quickly.

"Gem" Washer tubs are made of best quality red cypress, and all castings are aluminum bronzed.

Manufactured by

J. H. CONNOR & SON, Limited

OTTAWA

ONTARIO

Your Furnace Trade will Rapidly Increase

*If You Recommend
and Push the Sale of*



Hecla Warm Air Furnaces

(For Coal and Wood)

These Features:

Steel Ribbed Firepots
Cast Iron Combustion Chamber
Patent Fuse Joints
Circular Water Pan
Independent Grate Bars

BETTER PROFITS

will result from sell-
ing this well-ad-
vertised and favor-
ably known furnace

Make HECLA FURNACES easy to sell and give results to the user in the way of great economy, durability, ease of management and large heating capacity.

Every Sale Means a Satisfied Customer

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg, Man.
RACE, HUNT & GIDDY, Edmonton, Alta.

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec, Que.

Cummer-Dowswell Products

THE SIGN



Power Washing Machines
Hand Washing Machines
Leader Barrel Churns
Egg Crates

Laundry and Power
Clothes Wringers
Hand Clothes Wringers
Rotary Lawn Dryers
Mangles

OF QUALITY

All have exclusive features that distinguish them from other makes

MAKERS

Agents
W. L. Haldimand & Son, Montreal
H. F. Moulden & Son, Winnipeg

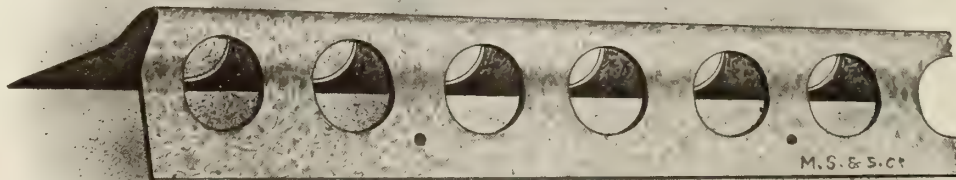
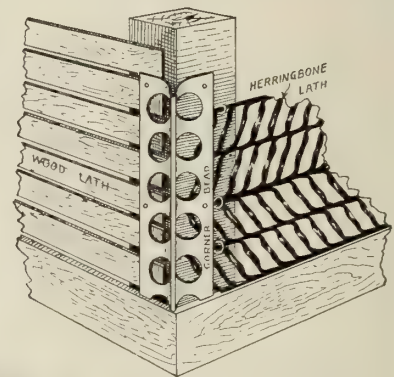
Cummer-Dowswell, Limited, Hamilton, Ont.

"ACORN" Plaster Corner Bead

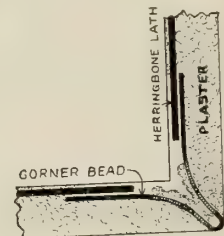
Made in ten foot lengths absolutely true and straight.
This Bead is galvanized and will not rust.

The cut opposite illustrates how

"ACORN" PLASTER CORNER BEAD
is applied to corner in connection with either wooden or metal lath.
It is easily nailed in place and insures a perfect protected corner



The cut below shows position of Bead in the plaster. Note how it reinforces and protects the plaster



The above cut illustrates the construction and formation of
"ACORN" GALVANIZED PLASTER CORNER BEAD
Made in 10-ft. lengths, absolutely true and straight
ASK FOR SAMPLE OR TRIAL ORDER. FULLY GUARANTEED.

THE METAL SHINGLE & SIDING CO.

Factories: (PRESTON, ONT.
MONTREAL, QUE.

A Seller All the Time

McClary's Famous E. S. Cabinet Gas Range

It's the
way
they're
built
does it



Send Your
Order to
Nearest
Branch
To-day

Offer a good line to the people and they'll pay the price willingly. The housewife knows good value—that's why so many E. S. Cabinet Ranges are being sold. The ease with which the work can be done and the high quality of the range are powerfully held forth by the range set up on your floor.

Don't Neglect to Order the E. S. To-day

McClary's

"McClary" on Goods
is a Quality Name

LONDON
TORONTO
MONTREAL

HAMILTON
ST. JOHN
WINNIPEG

SASKATOON
CALGARY
VANCOUVER

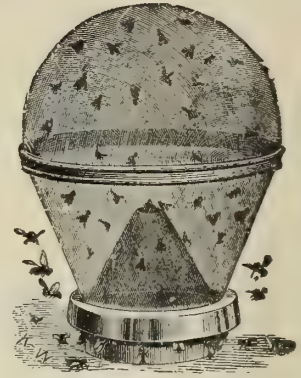
McClary's
Ship Quick

A Supply of Special Advertising Cook Books Sent With Your Order

"Canada" Fly Killer and "Balloon" Fly Trap



"Canada" Fly Killer



"Balloon" Fly Trap

It has been estimated that the progeny of a pair of flies, starting with 120 eggs laid 1st June, will by Sept. 28th, total the almost unbelievable number of 1,096,181,249,310,720,000,000,000.

As each fly, however, lays four batches of 120 eggs each during the season, it will be seen that the above enormous figure represents a fraction only of the incalculable host of flies produced from the original pair.

In killing ONE fly, therefore, (particularly if early in the season) we have lessened by *myriads* the prospective number of flies.

One of the most annoying features of hot weather is the house fly. Coming directly from the filth in which it breeds, it walks and flies impartially over the refuse heap and the dining table, scattering germs of disease wherever it goes.

Our "CANADA" Fly Killer is designed to kill a fly on any surface without soiling the most delicate fabric. It KILLS but DOES NOT CRUSH. Edges are bound with velvet corduroy, japanned wire cloth surface, steel wire frame, and wooden handle. Total length 18 inches. Packed 1 Dozen in box, 1 Gross in case.

For a Fly Trap nothing equals our "BALLOON." This trap is far more satisfactory than poison pads or sticky fly papers. The sticky fly paper is a source of constant trouble, and the poison pad results in dead flies being in all parts of the house, and dropping into food, etc.

The "BALLOON" Trap is always in operation, keeps the flies together, and may be emptied in a few seconds by drowning the flies. Nested 1 dozen in a carton.

Send to us for samples of our Fly Exterminators

E. T. Wright & Co., (H. G. Wright) Hamilton, Canada

Agencies at VANCOUVER, WINNIPEG, TORONTO

Now is the time to Push Churns

And the Churn to Push is the

LEADER

Made in 2 Styles—6 Sizes

It's a name familiar to the Butter-Makers of both hemispheres

WHY?

BECAUSE they combine every Requisite of a Rapid and Perfect Butter Maker and are a combination of Simple Construction, Massive Strength and Easy Manipulation.

BARRELS made of Seasoned Oak. Run on Steel Ball Bearings, are Easily Drained and conveniently Detachable for Cleaning.

All Steel Frames

Combination Hand and Foot Drive
Fitted to Run by Power if Required

MADE BY

CUMMER-DOWSWELL, Limited

Hamilton, Canada



STYLE F.

Agents

W. L. HALDIMAND & SON
Montreal

H. F. MOULDEN & SON
Winnipeg



STYLE E.

Hamilton Jewel Gas Ranges

*Are crowded with real
sales-producing features:*

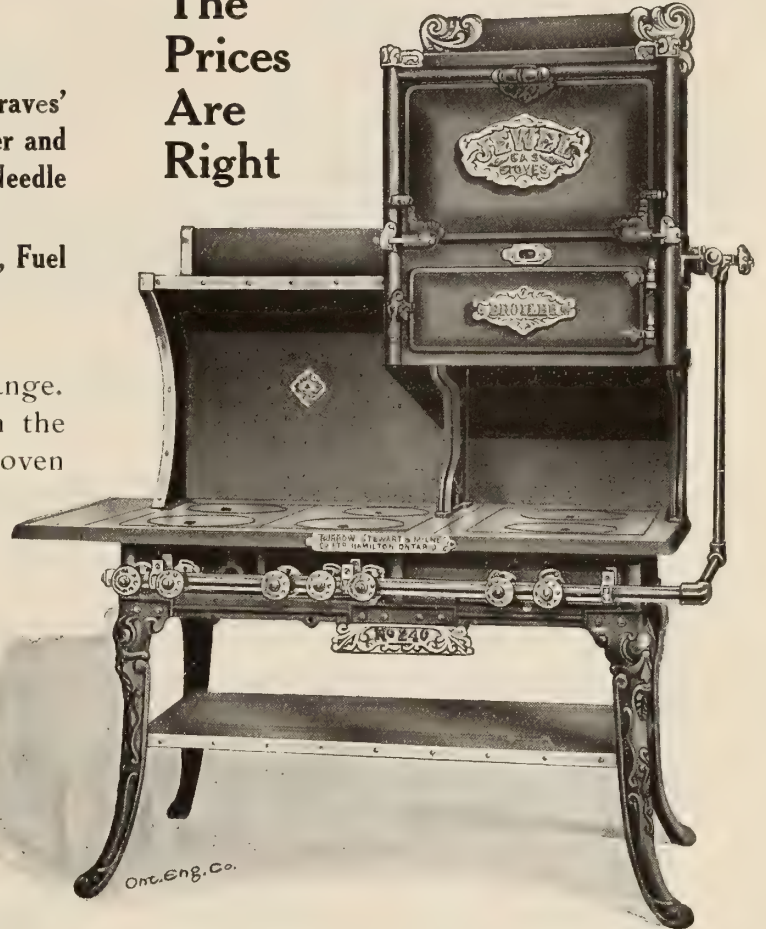
Simple in design.
Easily Operated.
Excellent working and
wearing qualities.
Unsurpassed in actual
results obtained.

Equipped with the Graves'
Patent Safety Lighter and
Jewel Adjustable Needle
Valves.
Economical in Time, Fuel
and Labor.

**The
Prices
Are
Right**

The illustration shows our No. 240 Gas Range. The additional working space provided on the top of the range by the raising of the side oven and broiler is a feature that commands interest everywhere. The oven and broiler are large and placed at a convenient height. The elevated shelf and steel under-shelf are additional space-providers, and combine to make this range one of our most popular styles.

Make 1912 the BEST EVER. Buy from the Hamilton Jewel people—makers of GOOD GAS GOODS.



Style 240

Our new 80 page 1912 Catalogue of Gas Ranges, Heating Stoves and Gas Appliances is ready for mailing now.

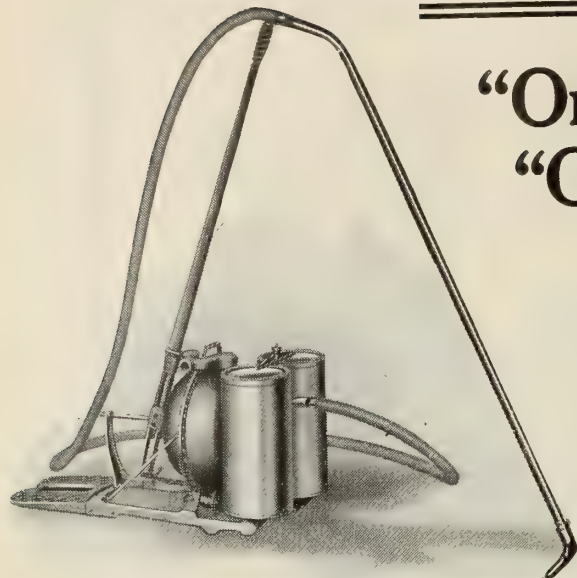


There are many new features in our 1912 designs. Revised Prices. Send for the new catalogue TO-DAY.

The Burrow, Stewart & Milne Co., Limited

Head Office and Works: HAMILTON, ONTARIO
Offices and Warerooms at TORONTO, MONTREAL and WINNIPEG

Western Customers please address all communications to 130 James Ave., Winnipeg

**Onward Hand Power**

*Have just issued a Handsome Illustrated Catalogue, which is yours on request.
It points out clearly the superior qualities of our Cleaners. Write for it now.*

"Onward" Hand Power and "Onward" Triumph Electric Vacuum Cleaners

*Are the Kind that
are Easily Sold*

This is constantly being proved by re-orders and letters of satisfaction that come by every mail.

Why not get acquainted with these money makers at once?

Other dealers are making good profits and so can you.

The popularity of these Cleaners is due to their superior construction and light weight.

**Onward Triumph Electric**

Onward Manufacturing Co.

BERLIN

ONTARIO

BRUSHES

Assortments of Brushes in neat display boxes convenient for the Hardwareman

Varnish Brushes that retail for

5c. 10c. 15c. 20c. 25c.

at a good profit for the storekeeper. Can be bought through any Hardware Jobber or from



MEAKINS & SONS

TORONTO

HAMILTON

WINNIPEG

FURNACE SATISFACTION WILL BE YOURS IF YOU INSTALL "SOUVENIR FURNACES"

Our Guarantee, reproduced below, is behind every New Idea Series Furnace. It is the only guaranteed furnace in Canada.

You can stake your reputation along with ours on the good service it will give your customers.

Series A.

No.

Indemnity Guarantee and Warranty Bond

In respect of No. SOUVENIR FURNACE, NEW IDEA SERIES, sold to by the Agent whose name appears hereon, The Hamilton Stove & Heater Company will, in the event of any defect developing in the firepot of said furnace within five years of date of installation set forth hereon, indemnify the owner of said furnace by supplying free of charge, F.O.B. maker's factory, new firepot. Provided always that the old firepot shall become the property of The Hamilton Stove & Heater Company, and shall be held or shipped as instructed by them, for examination (return transportation charges at Company's expense) and that unless this is done full price shall be paid for new firepot.

This bond does not cover injury to firepot due to burning down or destruction of house or building, or from any cause other than defects in manufacture and breakage due to wear and tear, or the ordinary use of the furnace for heating purposes.

In Witness Whereof the Company have subscribed their signature at Hamilton, Ontario.

The Hamilton Stove & Heater Co., Limited

Countersigned by

Agent for Souvenir furnaces at

this day of 19



Manager

Note—This guarantee is not valid unless filled out and signed by the Agent at time of installation.

We would be glad to discuss your furnace trade with you—perhaps we can give you a few timely suggestions.

Send us a postal for our catalogue and full information of our proposition to live dealers.

HAMILTON STOVE & HEATER CO., Ltd.

(SUCCESSORS TO GURNEY, TILDEN & COMPANY, LIMITED)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

The "Handy Andy" Improved Force Cup

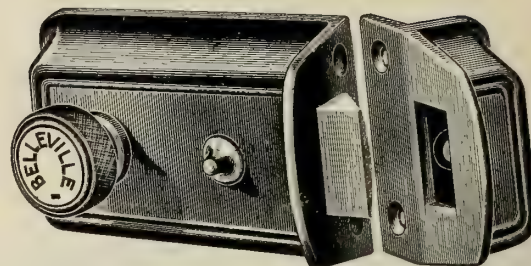


For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale For Them*

Manufactured solely by
The
Gutta Percha & Rubber Mfg. Co.
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TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

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Belleville Hardware & Lock Mfg. Co. Ltd.
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The "Tropic"

*A Furnace With a Steel Radiator
Offered at a Popular Price*

Introduced only last year, the "Tropic" has already won an important place in the trade, judging by the size of the re-orders from dealers who handled the "Tropic" in 1911. Despite the severity of the winter not a single complaint has been received.

Note These Features

- Easily removed triangular grate bars.
- High front-simplifying making of casings.
- Deep radiator with large flue to aid combustion. Conveniently placed detachable water pan.
- Lift chain draft door with dust proof slide. High ash pit with dust flue and large doors. Two part fire pot with large clean out door. Well proportioned and gas tight fire chamber.

*The Price Will Please You and the Furnace
Will Prove as Satisfactory as the Price*

Write for Agency Proposition

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THE "GOOD CHEER" LINE

Something Different
Something Better
Something Exclusive

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Heaters
and
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It pays to handle a
line which cannot be
duplicated.

Design Registered

The James Stewart Mfg. Company, Limited

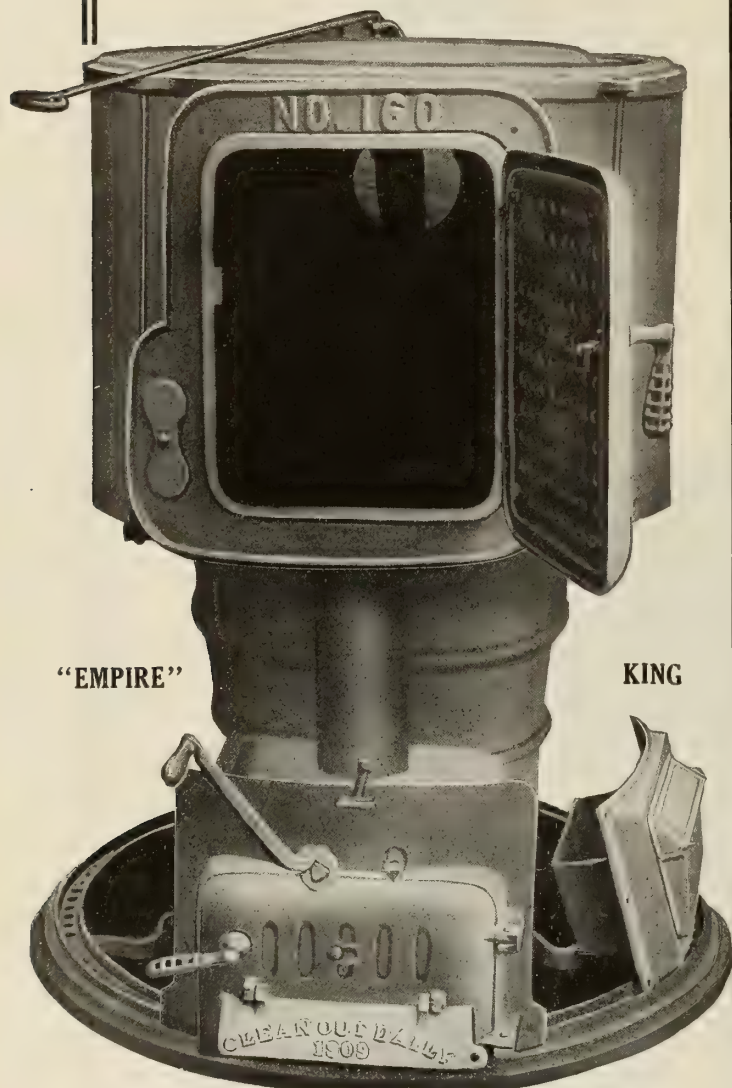
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Empire Furnaces and Registers

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THE "EMPIRE KING" FURNACE has Large Double Feed Door, Sectional Fire Pot, Large Steel Radiator Triangular Grate Bars, Large Waterpan, etc.

"EMPIRE SPECIAL" sidewall and floor registers and faces are made in neat and up-to-date designs. They have the largest area for the size of any register on the market and are popular sellers.

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**Canadian Heating & Ventilating
Company, Limited**

OWEN SOUND, ONT.

CHRISTIE BROS., Limited
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Read These Figures

In London, Ontario, The Annual Reports of Board of Education for the last five years show as follows:—

Average cost per class room per year :

With PEASE SYSTEM - - \$27.75

With Other Systems - - 54.44

In Toronto Board of Education Annual Report :

PEASE SYSTEM in Annette

Street School cost per room \$21.61

All other Steam Systems in

Toronto Average per room \$43.86

See the Difference ?

PEASE FOUNDRY COMPANY,

Toronto Winnipeg

Western Representatives :

PEASE-WALDON COMPANY, Limited, WINNIPEG

333

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thickness and
temper.

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

"CANADIAN HOWARD" Double Radiator FURNACE

**Not a Cheap Furnace
But a Dependable Heater**

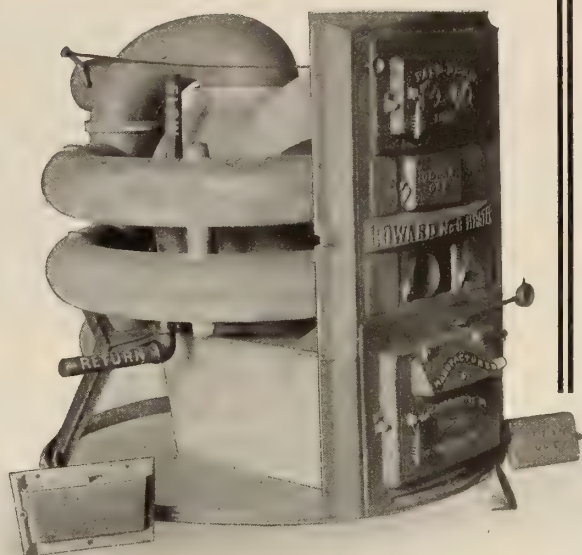
The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

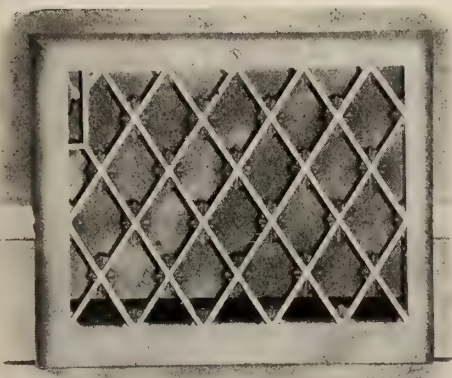
Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.



Write for a copy of our furnace catalogue

THE C. NORSWORTHY CO., LIMITED

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THE IMPERIAL

CANADIAN FERROSTEEL COMPANY

Bridgeburg, Ontario

SIDE WALL REGISTER

SPECIALISTS

ALL DESIGNS

ALL FINISHES

ALL SIZES



THE MORRISH

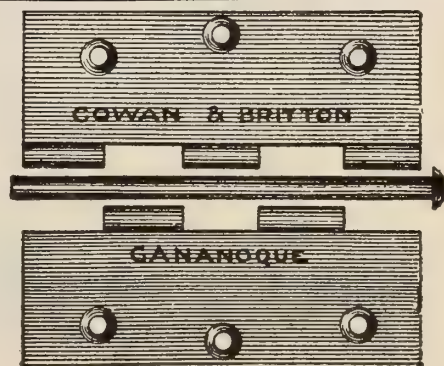
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UNIFORM DEPENDABLE QUALITY

The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

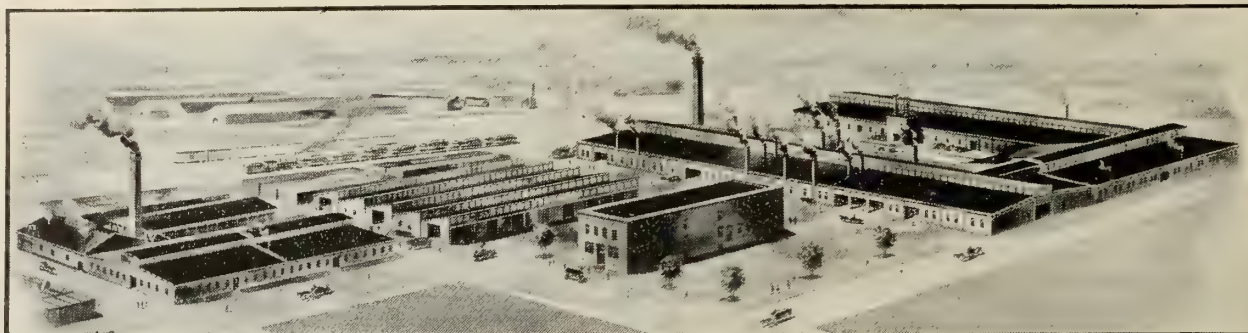
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Western Representatives { D. PHILIP, 291½ Portage Ave., Winnipeg.
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Look for the above brand

The cut shows the George White & Sons Co.'s plant, London, Ontario. Note well the location. The plant stretches out along the G. T. Railway track—it lies right in the very danger zone of flying sparks and hot cinders. But that doesn't worry the Company in the least, for every building connected with the plant is covered with Brantford Roofing—and "Flying Sparks" are no menace to a roof protected with Brantford Roofing.



Get Our **BIG** Profit-Earning Proposition

Now is YOUR time to get ready for a good roofing trade, and *quicker sales* and *bigger profits* can be realized by handling Brantford Roofing than would be possible with any other line. For Brantford Roofing is the ONE best roofing on the market. Made of long fibred wool completely saturated with pure Asphalt (a *mineral fluid* that cannot be materially affected by heat or water, wear or weather) in three different kinds—ASPHALT, RUBBER and CRYSTAL.

We have a big profit-earning proposition which is sure to interest you. Don't overlook it. Write to-day for full particulars—find out the reason why there's profit for the merchant handling

BRANTFORD ROOFING

Branch
Warehouses
Montreal, 9 Place D'Youville
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Made by the
Brantford Roofing Co., Limited, Brantford, Canada

Corrugated Iron Prevented Spread of Terrible Fire

The thousands who watched the terrible fire in Toronto a few days ago, when thousands of dollars worth of property was destroyed, had a chance to see what corrugated iron would do to prevent the spread of flames.

In *The News* the next day it was reported that the firemen could not reach the flames on account of the iron coverings of the buildings, but as an official put it afterwards, "I tell you if it hadn't been for the iron coverings on those buildings this entire neighborhood would have been destroyed. Some of those buildings were huge furnaces and the last thing to fall was the metal sides."

And that is only one instance of the protection afforded by Corrugated Iron.

How about your buildings? Supposing some building near yours should burn and the burning pieces fall on your factory—how many chances have you of saving it?

Use corrugated iron for your covering. Let us tell you about **Acorn Quality Corrugated Iron**—the iron with the trade mark—the kind that lasts practically forever.

If you intend building, write to us to-day for our prices

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WONDER-SHINE SILVER CLEANER

Does the Work. Absolutely Harmless.
We are featuring our NEW 10c. PACKAGES

Price to the Trade, 80c. per dozen
3 dozen in a dandy Display Case.

NOVEL—NEW

We help you sell "WONDER-SHINE" goods by our insistent consumer advertising and many store selling helps.
And the margin of profit for yourself is a generous one—50% profit on every package you sell.
Let us have your order to-day.

WONDER-SHINE LIMITED

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MORRISON'S FINE LINE OF LOW DOWN TANK CLOSETS.



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Ensure quick sales and complete satisfaction. They are correctly designed and made from the best materials in order to enable us to put behind them the well-known Morrison guarantee of quality. They will bring repeat orders.

The "Astoria" The "Elgin"

is practically noiseless and is recommended for use wherever a high class closet is desired. It is square at back and oval in front, which gives a very large water surface, very easy to flush and keep clean.

with washdown bowl is fitted with the improved noiseless ball cock and syphon jet. The tank is substantial in design and simple in construction.



The "ELGIN"

They Save the Plumbers Time and the Customers Money

Manufactured by

JAMES MORRISON BRASS MFG. CO., LIMITED
93-97 Adelaide Street West, Toronto

"In Canada — from East to West —
Enterprise Ranges lead all the rest"

THAT IS WHY EVERY STOVE DEALER

should learn something of the merits of our line — especially of

The Enterprise Monarch Steel Range

which is undoubtedly one of the best selling ranges in Canada today.



The Single Oven Monarch for family use and Domestic Science schools, and the Double Oven Monarch for hotels and boarding houses, embody all the good features of other ranges and in addition possess improvements and selling points found in the MONARCH alone.

Note the Daylight Oven, Full Length Towel Rod, End Shelves and other attractive points which combined with the

Enterprise Reputation for Reliability

make the Monarch second to none as a popular, quick selling and "stay sold" range. On it has been built up an enduring trade and a reputation which will benefit every dealer who handles Enterprise goods.

Write for circular showing the various ways this standard steel range is supplied to suit all demands.

Also ask for our exclusive agency plan. We want a live agent in every centre where the MONARCH is not already placed.

THE ENTERPRISE FOUNDRY CO.

Manufacturers of High Grade Ranges and Furnaces

SACKVILLE

NEW BRUNSWICK

A Strong Combination :

QUALITY WORKMANSHIP UNEXCELLED SERVICE

Quality workmanship in the designing or engraving of the illustrated literature, advertising your line is the **stepping stone** to larger sales.

We specialize, employing skilled workmen in each department.

That's why our cuts

**Boost
the
Sales**

Estimates
Cheerfully
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Unexcelled service, whether it be the smallest zinc etching or the making of a complete Catalog.

We handle the work in an expeditious manner, insuring not only a minimum cost but a

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Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.15 less 2%. In lots of 24, \$2.05 less 2%.

The Western Clock Co., La Salle, Ill.

THE OFFICIAL PAPER OF THE ONTARIO RETAIL HARDWARE AND STOVE DEALERS ASSOCIATION

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, MAY, 1912

NUMBER FIVE

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

THE COMMERCIAL PRESS, LIMITED

408-410 MCKINNON BUILDING, TORONTO

Phones Main 1274 and Main 3071

D. O. MCKINNON, *President*WESTON WRIGLEY, *Manager*W. L. EDMONDS, *Managing Editor*E. A. FORSON, *Associate Editor**Staff Representatives*

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*Subscriptions*Canada and Great Britain, \$1.00 a year; United States, \$1.50 a year;
other countries, \$2.00 a year**Co-operate,
Don't Fight.**

into business provided he possesses the necessary capital

and experience. Some of us may dislike to see competitors crop up here and there, but that does not after all justify our dislike.

Granted, therefore, the right of every man to embark in business for himself, what should the attitude of his predecessors in business be? Should they cut prices in order to drive him out of business? Not at all. That is to wound himself while he is attempting to stab his competitor.

It is far better to court him than to curse him. That will probably make him a friend, and when a friend, a co-operator in better business methods.

To secure co-operation is the object, first, last and all the time, of business-men's organizations. It is better, therefore, whether there be two or a score of merchants, that harmony should prevail, for where harmony prevails better business methods and better profits obtain.

Even if it be not possible or desirable to bring about a formal local organization, dine together once in a while and between bites talk over department store competition, how to meet it and how to wake up the community to the fact that what injures the merchants effects the town.

That will pay. To fight among themselves, while the department stores are gathering in the spoils, will not.

You'll not displease the men by catering for the trade of women.

**Overcharging on
Small Staples.**

In order to make up for the loss which comes from cutting prices, a retailer here and

there makes a practice of overcharging on certain lines. Usually it is on small staple articles.

That the practice is a risky one must be obvious to every one who takes the trouble to meditate for a moment on its possible effects.

Scattered throughout the homes of the country are thousands of catalogues from the department stores of the large cities. These are in themselves a sufficient source of enlightenment in regard to ordinary values. But these are not the only course of enlightenment. There are the experiences of the past, both personal and that of friends also to be taken into account, to say nothing of the prices which are printed in advertisements.

To overcharge, therefore, is a dangerous thing. It is almost sure to lead to discovery. And trouble usually follows on the heels of discovery. He who overcharges is, in the mind of most buyers, be they retailers or consumers, deemed guilty of an unpardonable offence to be punished by the withdrawal of further business relationship with the seller who has been found guilty.

Every article in the hardware store should be made, as far as possible to bear its own burden of profit-making. To bring this about is the office of scientific business methods; the knowing how to arrive at the basis of cost and to determine a selling price that will ensure a just and fair profit.

*They make cutlery from horse shoes in China.
If such a thing were practised in Canada
what a "kick-up" there would be!*

**Women in the
Hardware Stores.**

There seems to be an ingrained aversion in the minds of many women to entering a hardware store. It ought not to be so, but it is a fact, nevertheless. For this prejudice who is to blame? The women? Partly. But chiefly the fault is with the retailer.

The day is not so far distant when the average hardware store was as repulsive to the average woman as it well could be. It was dirty and a place where disorder seemed to reign. Consequently to enter a hardware store was to run the risk of soiling delicate garments. True all the aversion was not due to the unattractiveness of the store. It was in fact partly due to the prevailing idea that the hardware store was a place sacred to male customers.

But the prejudice which prevailed in the minds of women against entering hardware stores is gradually but surely vanishing.

On the one hand we see the stores becoming more attractive. They are not only cleaner and more orderly, but the employment of more modern appurtenances for keeping and displaying stock are having

their effect. Advertising is also a factor. Newspapers all over the country contain advertisements which are specially designed to catch the eye of the housekeeper and draw her to the store of the hardwareman.

That more can be done is generally conceded. In all British-speaking countries hardwaremen are apparently obsessed with the idea that to attract women to their stores is one of their first duties.

That they are on the right tract no one will doubt. And we may expect that Canadian hardwaremen will not be laggards in this modern movement.

He undertakes a difficult task who essays to build up his own business by pulling down that of his competitor.

Questionable Buying Methods.

No one can with justice be blamed for purchasing a foreign-made article if the home-made is not equal to it either in price or quality. But we can with reason claim that the Canadian-made article should be given an equal chance with the imported article. We regret to say that some buyers of hardware lines do not always do so.

There are certain houses which make it a practice of buying at least some lines of hardware of Canadian manufacture only after having gone through a certain process of machinations which are by no means creditable.

Their particular method is to get quotations from manufacturers abroad for the specific purpose of forcing the Canadian manufacturer of similar lines to either reject the order or bring his prices down to an unreasonably low figure. If the Canadian manufacturer resents such methods they profess to be annoyed and make sundry threats in regard to future business.

Everyone is justified in buying at the closest figures he can. That is business. It is for this that competent buyers are employed. But there is a difference between the methods of a square-dealing business man and those of the sharper. One is legitimate. The other is illegitimate.

Buyers of hardware—or any other line for that matter—should at least be magnanimous enough to remove, rather than create obstacles to the development of the home manufacturing industries. In the long run it redounds to their own advantage.

Not to know the cost of doing business is to be ignorant of the very fundamentals of a profitable business.

A Retailer for the Tariff Commission

At the recent meeting of the Retail Merchants' Association of Ontario a resolution was passed urging that one of the members of the proposed Tariff Commission should have a "full knowledge of the retail trade." We take it for granted that what is meant is a practical retailer of wide experience.

That the claim of the retailers for representation on the Tariff Commission is a tangible one must be recognized by all fair-minded men.

There are in this country approximately 200,000 retailers. But it is not only on account of their numerical strength that their claim for representation should be taken into consideration.

It is because they are an essential factor in the distribution of the country's merchandise. And it seems

impossible to conceive that he will ever be anything else. If there are any fifth wheels to the machinery of distribution it is not the retailer. That is certain beyond peradventure.

If, then, the place of the retailer is so essential in the complex business system of the country, does it not follow that a Tariff Commission with his preence would be lacking in a very essential part of its machinery? We think so.

If the Commission is to be well balanced it must have as a member at least one who is competent, from practical experience, to view tariff matters from the retailers' standpoint.

As a preliminary step it would not be a bad idea for retailers to impress this fact upon their representative in Parliament.

He who is indiscriminate in the granting of credit is opening up the way for his own destruction.

Kill Parcel Post

The battle over parcel post is on in the United States House of Representatives. As the issue is also likely to be a lively one in Canada before a great while a brief outline of the bill will doubtless interest our readers.

The measure is largely tentative, it being proposed that for the present the system only be employed on the rural mail delivery routes. It will be driven further home if the result of the experiment so warrants. The minimum weight of the parcel is to be eleven pounds. The rates proposed are as follows: One cent for each 2 ounces or less, 2 cents for more than 2 ounces but not more than 4 ounces, 3 cents for more than 4 ounces but not more than 8 ounces, 4 cents for more than 8 ounces but not more than 12 ounces, 5 cents for more than 12 ounces but not more than one pound, and 2 cents per pound for each additional pound or fraction thereof up to and including a total of 11 pounds.

It seems very probable that the bill will pass both houses of Congress. Then we in Canada may as well look to our "P's" and "Q's." The permanent officials of the Canadian Post-office are in favor of an extension of the parcel post system, and there are a number of manufacturers and wholesalers who have already endorsed the proposition. To prevent its adoption by the Canadian Parliament may not be an easy matter; but it should not be impossible.

Between now and the next session of Parliament the opponents of parcel post can get in some good work. Every retailer should either see or write to his representative in the House of Commons. If a strong sentiment against parcel post can be created among the individual members of the House a bill giving it effect is scarcely likely to be even introduced by the Government. It may be easier to prevent the birth of the bill than to smother it after it is once before the House.

Parcel post is undoubtedly specifically in the interest of the mail-order houses. And retailers should try with might and main to prevent its consummation.

If your paint stock is not properly kept how can you expect to either get or hold business in that particular line?

Cost Accounting in Hardware Stores

By G. A. Hardy and H. A. Kirtly of the I.F.A. of Great Britain

A good deal of attention is being given by the Ironmongers' Federated Association of Great Britain to the subject of "Cost Accounting." In furtherance of the plan to bring about a more accurate system they recently issued an exhaustive document bearing the signature of the chairman and secretary. Following is the document almost in full:

The recent inquiry by the I.F.A. into the question of "Dead Charges" confirmed by the widely felt suspicion that ironmongers generally have not yet fully apprehended the limits and contents of the important account which to some is merely a name, and to others little better than a fragmentary list of certain expenses. Consequently in view of the fact that the subject will again be discussed at the next conference, we have been authorized by the committee to raise the whole question in the trade press.

The term "Dead Charges" is very loosely interpreted; so, too, is another, viz., "Working Expenses." Neither is truly expressive of the account in question. A better name for this is "Establishment Charges and Trading Costs," because this implies both the "current hard cash" expenses and the fixed charges required to represent the unexhausted benefits of past expenditure. These "costs" are those provident, redemptive, current and other charges which, with their financial equivalents, provide the labor, equipment and other facilities necessary to maintain and conduct a business. The amount chargeable in a given year is that portion of the whole which represents the value of the service rendered by those varied resources during the year in question.

The object of determining the right percentage cannot be fully attained unless the "cost account" is really complete; that is, unless it contains all costs and their equivalents.

Definition of Costs.

The "costs" are the actual payments to parties other than the proprietor for the things that he does not personally provide, and for the services that he does not personally render. Obvious examples are rent charges and employees' salaries.

The "equivalents" of these "costs" is the value of the things he himself contributes and that of his own services. Interest on capital is one such equivalent, and salary for personal services is another. A further item, too considerable to be omitted, is the provision of a sum to cover the loss and waste incidental to the conduct of a business. Briefly, the "costs" are the hard cash payments the proprietors makes to others, the equivalents are the repayments he makes, or should make to himself.

Our object is to ascertain what percentage the annual average bears to the annual sales. This information is required to determine what percentage of margin (or so-called profit) should be added to the invoice-cost-price of the goods, or to the out-of-pocket costs of the operatives' labor, to enable the business to pay its way and to provide the proprietor's income.

Consistently with this general explanation, we will enumerate the items, which, as we think, rightly be-

long to the establishment charges and trading costs account.

The Premises.

Under this heading should be included all expenditure incurred for the premises (as distinct from the equipment or tenant's fixtures).

Rent obviously belongs here. If the premises belong to the proprietor of the business, then the equivalent of the rent should be included. Or, if the premises are held on a very favorable lease, then the equivalent of the difference between the rent actually paid and the current market rental to a hypothetical tenant, should be included. Tenant's repairs to premises, rates and tenant's taxes also belong here. These, however, do not complete the list of costs in respect to premises. Usually money has been laid out to adapt and sometimes to re-adapt the building to suit the business. This outlay, together with such actual expenditure as lease-renewal, fines and premiums, with the incidental legal costs and provision to cover the obligations under re-instatement and similar clauses, are really rent capitalized, and should not be omitted from the account. Hence, to the rent annually paid to the landlord, should annually be added a sum sufficient to redeem the capitalized rent during the term of lease.

Plant and Equipment.

The outstanding distinction between expenditure for this and that for premises is that the benefit of the former does not lapse to the landlord at the expiration of the lease, whilst that for the latter does so. Hence the annual charge for redemption is proportionately smaller, because the equipment, though necessarily depreciated, still retains some value.

The principal items in this category are machinery, tools, counters, shelving, vans, horses, showcases, window fittings, lighting and heating appliances, and other fixtures for warehouses, workshops, offices and stores. Repairs and renewals, including the operatives' labor expended in this connection, also belong here. To ascertain the annual charge in respect to this item is comparatively easy. Having completed and priced the inventory of them, the valuer has merely to estimate the difference between the value at present with what it will be, say, ten years hence. In such case the annual "cost" of this equipment is one-tenth of this difference. Thus, assuming the present value to be £1,000 and the future £600, a sum of £40 annually is needed to redeem this loss.

Labor.

Where the business included a workshop department, a clear distinction obtains between the wages paid to the operatives and those paid to the other employees.

Wages paid to operatives engaged in the execution of customer's orders (for which work the charges to the customers are direct) is analogous to expenditure for stock held for sale. Consequently the only entries valid for the account in question are those which relate to the commercial, transport, clerical and superintendant's labor. To these should, of course, be added a sum to represent the value of any of the operative's services for repairs to plant or premises, or for any assistance to the commercial staff which the operative may regularly or occasionally render.

If the cost of these services may rightly be charged

to the "costs" account, as, of course, is the case, then the value of similar services rendered by the proprietor should be represented by an appropriate sum. To omit this is to regard as "profit" what is really wages.

Legal and accountancy charges, for debt collecting and the like, together with other expenses, such as meals to assistants and travelling expenses, should also be included in this section.

Interest on Capital Invested.

Opinions differ as to whether the account should include a charge not only for interest paid upon bankers' overdrafts, but also for the market rate of that portion of the capital which is the proprietor's own. Some regard this as a portion of the profit, and, of course, they may be right. But every proprietor should annually ask this question: "Am I better off in business than I should be in the conceivable alternative of investing my capital in other ways, and of occupying myself at a salary in some other employment?" The question is best answered when the account does include a charge for the market rate of interest, so that the entire cost of maintaining the business is gathered up in one total, which can then easily be compared with the total of the gross profits. Reluctance to make this comparison causes many ironmongers to tolerate an income which is much below the amount to which they are justly entitled by their large investment and arduous services. Hence a fair market rate of interest should be included, that a proper comparison with alternatives be made.

Transport Expenses.

Freight and carriage of goods inwards, together with loss on empties, are best regarded as expenditure on stock, consequently they should not appear in the "cost" account. They add to the value of the stock; moreover, if analyzed otherwise, an illogical distinction is made between the goods delivered free and others on which the carriage is paid as a separate item.

But expenditure of this sort in goods outwards is a true "cost," because it's analogous to porter's wages, in respect to which it is often merely an alternative.

Certain "Invisible" Costs.

Every year, especially in a trade where the stock held is both large and sluggish, considerable loss is incurred through the depreciation. If it were small, it might be ignored, but it is large, and the "costs" account should include an item to represent it. Let us remind ironmongers of some of the ways on which the moth of depreciation eats out their profits. The principal loss occurs through the depreciation of the value of the stock itself. Damages by exposure and handling, and loss through falling markets are obvious instances. The last of these requires special notice, because it might appear that, as prices fluctuate, the rise in some years would compensate for the fall in others. But, as a matter of fact, the tendency in the prices of manufactured goods is generally downwards. The reasons for this could be given, but our concern here is not with the causes, but with the fact. Any one who will compare the catalogues of fifteen, twenty and twenty-five years ago with those of the last decade will find ample evidence of my assertion, although, of course, there are exceptions, and it should be noticed that although general advances temporarily raise prices of the goods in the market at the time of the advance, yet the subsequently introduced goods usually excel them in attractiveness and value. Hence the stock remaining at the end of the season generally compares

unfavorably with the new goods obtainable for the next. On large and sluggish stocks the loss thus incurred is considerable. It is augmented by a similar loss, inevitable in a credit trade, through bad debts. Together, these amount to scores and perhaps hundreds of pounds and are altogether too serious to be ignored. In any case, the claim for inclusion is valid. The magnitude of it makes it insistent.

Miscellaneous.

The foregoing items are the principal costs with which we are concerned, but there are others, such as fire insurance of stock, postages, stationery, advertising, wrapping paper, twine, artificial light and heat, licenses and telephone. These unfortunately do not exhaust the list, but they sufficiently suggest the sort of entries which should be annually transferred from the cash book to the "costs" account.

Regarded as a whole the list is formidable, and to some even alarming, but it is a huge fact which explains why many a business is unprosperous under modern conditions. It is not a fact to be ignored, but to be faced. Very few actually ignore it, but many are unaware of its magnitude, because they have never made any determined effort to study the question in all its bearings. In this case ignorance is not bliss, but it is very costly indulgence.

A CHEAP DELIVERY OF GOODS

The low cost of delivery by means of motor trucks was illustrated recently when a three-ton Kelly motor truck starting from Toronto delivered the household effects of an eight-room house and about half a ton of coal at Oakville. The trip from Toronto to Oak-



Kelly Motor Truck taking one of the hills between Oakville and Toronto

ville was made on January 15 of this year for the Frazee Storage and Cartage Co.

The motor truck left the corner of College street and Spadina avenue, Toronto, at 2 p.m., on January 15, proceeding to Oakville via Cooksville and the Lake Shore road, a distance of 22 miles. The truck reached Oakville at 5.30 p.m. There was considerable rain and sleet following a snowstorm. The motor truck was speeded up and went through all drifts up to four feet, but those over that had to be shovelled.

For the delivery the Frazee Storage and Cartage Co. received \$25. They paid \$15 for the delivery to the owners of the motor truck. The total cost to the owners was \$5.60, which included gasoline, oil, wages, hotel bill, etc.

Business and Store Management

Some Seasonable Suggestions

Spring is here, and while the young man's thoughts gently turn to love, etc., the married man begins to think of the pleasure to be derived out of his garden. Lawn and garden tools will be in big demand from now on and should be featured. Lawn mowers probably will be the first asked for. See that your stock is up-to-date and in good order.

Fruit growers and amateur gardeners will be wanting sprayers, spray materials and all kinds of insect destroyers. Are you ready for the bug season?

Not only does the house come in for a general cleaning in the Spring, but almost everything around the place is given a brushing up. Waggon and buggies will require a new coat of paint and then there are various parts to be repaired, which creates a demand for all kinds of waggon hardware. This line should be brought to the front at once.

Already sporting men are planning outings, fishing trips, etc. Although the open season is still a month away, it is none too soon to make a display of rods and tackle and thus impress upon the people the value of buying early and being ready for the opening. Included in a display of this kind should be all kinds of camping supplies, such as tents, camp beds, oil stoves, cooking utensils, blankets, etc. While a hardwareman may not carry such lines as camp beds or blankets, he could procure them elsewhere, from some furniture man or department store and thus be in a position to outfit a complete camp. Most men would sooner buy all their supplies under one roof and thus do away with the bother of going from one store to another. The dealer can point out that the advantage in this is that the goods can all be shipped together and not in separate lots.

Lawn, verandah and garden furniture, such as seats, swings, etc., move rapidly at this season. A window display of this line makes an attractive appearance and produces good results. Sporting goods may be worked in in a display of this nature. These goods can be displayed on the walk outside the store, and thus save space on the inside.

VALUE OF A LIST OF NAMES.

The hardware merchant who does not keep an up-to-date list of names of the people in his district is not making the most of his opportunities.

The chief reason departmental stores are so successful is that they keep their mailing lists up-to-date, and never lose track of a person once they get his name on the list.

A list of good names is invaluable when you have anything special to offer or have stocked a new line. Especially is this true when writing a personal letter, for the receiver thinks you are writing to him, and him alone, and his interest is aroused to a greater pitch.

There are various ways of making up a list of this nature. An hour spent in thinking over the names of

the people you know in the town will yield quite a bunch of names. To this can be added the names and addresses of people who come into the store and who are not already on the list. A careful record of people moving into the town should be kept. Not only will the names of new residents be valuable for future reference, but people moving into a house are likely to require such things as paints, window shades, etc.

A method that is adopted and that has been proved successful by not a few men is the giving away of calendars. These dealers advertise that they will give a calendar to each person who comes into the store and asks for one. When their request is granted, they are asked to give their name and address and this is put on the mailing list. When children request one, they are made to give the name and address of their parent.

A GOOD LINE TO PUSH.

A profitable specialty which an increasing number of Canadian hardwaremen are handling during the Spring months, is the horse clipping machine. After

Are you making enough money in your business?

Do you mark your goods, based on their Cost Price, and do you figure the Expense of doing business on your sales? If you do, the following table may help you.

If you want to make 10% on the selling price, add 11.11% to the Cost.

If you want to make more, add to cost as below:

Profit on sales	Add to Cost to Equal	Profit on sales	Add to Cost to Equal
10%	11.11%	20%	25. %
11 "	12.36 "	21 "	26.58 "
12 "	13.63 "	22 "	28.21 "
13 "	14.94 "	23 "	29.88 "
14 "	16.28 "	24 "	31.58 "
15 "	17.65 "	25 "	33. 1/3 "
16 "	19.05 "	30 "	42.86 "
17 "	20.49 "	35 "	53.85 "
18 "	21.96 "	40 "	66 2/3 "
19 "	23.46 "	50 "	100. "

COMPLIMENTS OF

LARIVIERE INCORPOREE

MONTREAL.

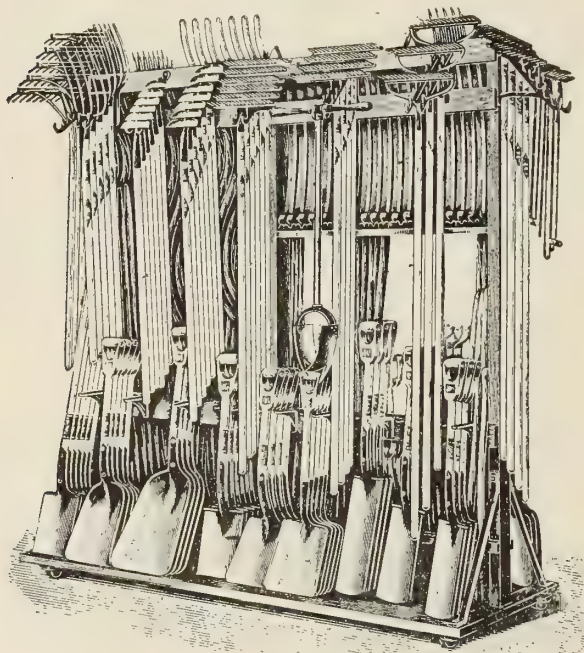
A Cost Card that explains itself

the severe winter experienced in northern climates, the horse sheds his heavy coat slowly, and if put to work in the spring, he sweats profusely and is liable to take cold if not blanketed immediately after ceasing work. A much better plan than blanketing is to clip the horse's coat as this will prevent the animal from perspiring so freely besides assisting in making the horse feel more in trim for work than if carrying a heavy coat of hair. Hand clippers are almost obsolete since clipping machines have been introduced. Manufacturers of clipping machines supply attractive window posters and other printed matter, and as their machines are thoroughly reliable and certain to give satisfaction, retailers will build up splendid trade for themselves by introducing or pushing the sale of the modern horse clipping machines.

GETTING RICH BY LOSING MONEY.

Five and ten cent stores have the science of getting rich by losing money down to a fine point.

Scan the windows of the metropolitan five and ten cent stores and you'll find fifty-cent goods at a dime not uncommon. But look deeper. Note that the whole window is, perhaps, filled with that one item, or at least it is the only money-losing thing in sight. Go inside the store and observe that practically every



A compact and convenient Tool Rack

item you see pays 50 to 100 per cent. profit at the popular five and ten cent prices.

There is not a particle of mystery about it. Five and ten cent stores deliberately set aside a few articles out of a thousand on which they lose money. They rely on the leaders in their show windows to fill the store with customers, who will conclude that everything is equally cheap.

Is not there a lesson in this for all retail merchants? Most men are willing to sell ten articles a little under usual price, yet they shrink from even cutting one under cost. It takes more nerve to lose \$10 on one item than it does to lose \$1 each on ten articles. But the net total is the same, and a window full of some

well-known fifty-cent thing at a dime will pull more people in and set more tongues wagging than ten items whose prices are barely nibbled.—Butler Bros.

CHECKERS MORE IMPORTANT THAN CUSTOMERS.

There is a merchant in a Western Ontario village who is both young in years and in experience. He has only one apparent weakness, and that is an excessive love for checkers.

Recently he was engaged in a game at the back of his store with a worthy adversary, and he became so wrapt up in it that all thought of business vanished. By-and-by a traveller sauntered in and drew his attention to the fact that there were two or three customers in the store demanding attention.

"Sh-s-s; sh-s-s," he said. "Say nothing; they'll go out again in a minute or two."

And they did.

GARDEN TOOL RACK.

The accompanying illustration shows a convenient tool rack built by F. M. Mosher, Canton, Ill. It is 8 feet high and occupies 36 by 96 inches. The rack is made of heavy pine bolted together, and will hold 300 to 500 pieces of various kinds of garden tools.

BENEFIT OF GOOD BUYING.

It seems to be a serious question in some merchants' minds whether they are entitled to a profit on goods well bought which later advance in price. To put it another way, shall the dealer take his profit on clever buying or shall he use his ability to make a bargain for the purpose of cutting prices? asks an exchange. To this question there can be only one answer. Take the profit. We would regard with considerable anxiety the state of mind of the banker who bought stock at 95, held it until it reached 115 and then insisted on selling it at 97. The farmer who bought his land at \$25 an acre, held it until it is worth \$150 an acre would be brought before the insane court were he to sell it for \$35. Why, then, should the dealer who buys corn for 82½ cents before the raise, sell it for ten cents a can, when the market price is 12 cents?

HOW A SALE WAS WON.

Jas. Dandy, Streetsville, Ont., recently had an experience with a mail order house in which he won out in the face of heavy competition. A customer in a nearby town inquired for a price on a hot air heating job, and when a price of \$115 was quoted for a "Good Cheer" furnace and for a good piping installation, the customer quoted a lower price named by a mail order house. Mr. Dandy refused to cut his price and made a strong talk on the advantage of installing a high grade furnace, the quality of which was recognized by the best heating men in the trade. He pointed out further that, in addition to the manufacturer's guarantee, his own reputation was at stake and he could only hope to succeed by doing the best class of work. He would refuse to install a furnace unless he knew it to be capable of doing the work required and he could not recommend the cut rate furnace advertised by the Toronto departmental store. The contract hung fire for a considerable time, but the quality talk put forward by Mr. Dandy finally won out.

Window and Newspaper Advertising

Paint in the Window and in the Store

By A. T. Black

At this season of the year the foremost article in demand from the dealer is paint.

The public is awakened to its requirements in this line by flaring and attractive signs and lithos blazoned forth on the most conspicuous places in the community available for such purposes. It is driven home by the distribution by mail and otherwise of some of the brightest and most attractive of advertising material. The daily press and other publications are pressed into the campaign to awaken the buyer to the merits of the various brands, and the dealer is made alive to the fact, that there is more aid being given and more real push behind the paint business to enable him to increase his sales than any other line which he handles.

All this failing, Father Time is bound to prod the needy and show the inroads of sunshine and gale on the structural timbers, and, of course, prescribes paint.

What is the dealer himself doing to help along this good work? Is he letting the other fellow do it all and sitting back and taking what comes to him, or has he caught the fever and said: "Go to it Mr. Paintman, and I am with you?"

Every live dealer has come into a true realization of the sales value of his window displays, and many of the real live ones would retain window advertising in preference to newspaper advertising were they compelled to give up one of the two.

So here is one weapon which enables the dealer to join in the campaign, and the one which is most likely to bring him the most evident results.

Now, there are few, if any, lines handled in the hardware or paint store of which better or more attractive window displays can be made than of paint. With paint it is easier to overcome the window dresser's

chief stumbling blocks in the matter of background, size of windows, and height of glass. Here, again, the aggressive wide awake manufacturers come to the dealers' aid with attractive window borders and other display matter, which enables the dresser to make good showing in windows of any size and kind.

It is not at all necessary to use the paint itself in large quantities in the window to make a good display, in fact, some of the best displays are made with very little of the goods.

This has its advantages also, in that the dealer's shelf stock is not depleted in some colors, thus necessitating a disorganization of the window in the event that some of the goods should be there and called for.

The very attractive window cards, color tablets and sheets, booklets, etc., are often more eloquent than the silent can, and are for the purpose of heralding the "truth" which every paintman preaches.

Don't be afraid to burn a little light in those windows either, for it's surprising how many people take a walk down town for a look around in the early spring evenings.

This is where your electric flashers and moving devices can be used to good advantage.

To the writer's mind a paint window is one of which the dresser can be forgiven if he foregoes a little of the artistic and gets a little splashy, for after all there is nothing quiet about the paint business these days.

Don't be afraid then to have your window so arranged that there will be any doubt in the mind of the passer-by even on the opposite side of the street as to what your window contains.

In this regard, a very simple manner of raising your display above the level is with the use of step-ladders, which are quite seasonable and in keeping, using the steps alternately for cans of paint and display cards



Paint Display arranged by A. T. Black, with the Bond Hardware Co., Guelph

and surmounting with an attractive litho. Steps can also be built up, pedestals used, or shelves be built at side or rear of windows; in fact, it is possible to devise more plans for paint display than any other article.

Now this outside display of the manufacturer, coupled with the window display of the dealer must have some backing from the outside.

In the first place, Mr. Dealer, keep your stock up. Don't have to say to your customer, "I am sorry, but we are just out of that color."

You know they have lots of it at the factory, and they would much prefer you having it to themselves.

Then where do you keep your paint? Are you one

you are handling? Then instil this confidence into your sales staff. If you can't do it, then get one of those wizards who sells you the stuff to do it for you on his next visit.

Get your staff together, and soak up some of the paint dope which every paint man is only too happy to dispense.

Your impression of the hustling paint salesman is that he is surely married to his line, and if he can but instil a small portion of his enthusiasm into your sales staff, you will be sure to reap the benefit.

It is not only enthusiasm that is desired, but also real paint knowledge that is required, so as to enable the salesman to intelligently advise the enquiring pur-



Paint Display in store of Milton Rossiter, 1024 Queen St. East, Toronto. Note the neat arrangement of the display and how all the advertising matter furnished by the manufacturer is made use of. Also the maple leaves to impress on the mind of the public the name of that particular brand of paint. The arrangement of the paint specialties and accessories is excellent.

of the dead ones who still keep it under the back counters or out in boxes in the lean-to beside the coal oil barrel? If you do, you ought to have it taken away from you.

Every up-to-date store has a well-organized and properly arranged paint department.

Give it a prominent place, for nothing has a more attractive appearance in the store than a stock of well-arranged paint cans on the shelving.

This department should be in charge of one of your salesmen who would give as good and careful attention as your cutlery or tool department.

The stock should be kept moving by bringing the cans on the shelf to the front when new goods arrive, putting the new ones in the rear. Where this is not strictly adhered to, it is quite possible for the dealer to retain the same paint for long periods until the labels on cans become smeared and unsightly.

Then comes the greatest essential of all, the selling of the article. Have you got confidence in the brand

chaser as to the best methods to pursue in the painting or finishing of any piece of work in hand.

This information should be reliable and not guess work, and its up to the salesman to know whereof he speaks.

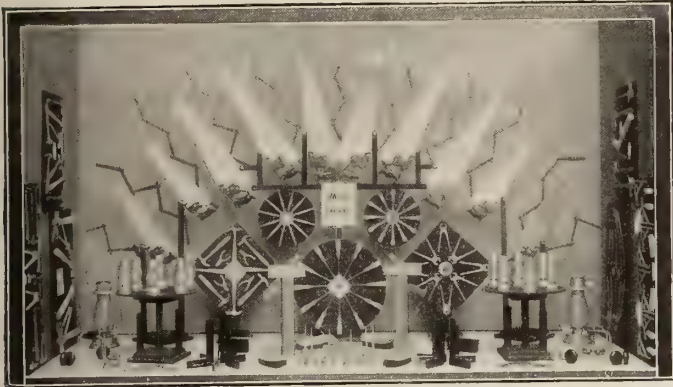
In conclusion Mr. Dealer, if you have a line which you have handled for some time, absolutely satisfied with it, proven its worth, have your trade convinced that it is right, and you are getting help in the way of good legitimate advertising from the makers, don't get mesmerized and chuck it, until the other fellow proves he has something better and then think again, and after that hesitate some. But it's an old saying: "Every man knows his own business best."

If the fish don't bite, you change your bait, don't you? Well, when one kind of advertising fails to draw, discard it and try some other style.

THE SCIENCE OF BUSINESS EFFICIENCY.

By Geo. H. Landwehr, Advertising Manager, The Oscar
Onken Company, Cincinnati, Ohio

It takes a mind with a scientific bias to do business to-day without the waste of energy which always occurs with the "hit and miss" methods of the hardwareman who cannot see the point straight off, and calculate results as one computes a problem in arithmetic. The business man of to-day is heir to all the achievements of his predecessors, who worked and stumbled and fell again and again on the up-hill road of experimentation. So he is able to look backward



as well as forward and to make deductions and arrive at conclusions. How to stop the leakage in business, how to make more show, how to clean up what was once thought "necessary waste" and make it count, are things for thought to the student of scientific efficiency. Business to-day is a science and that new, big, vital and tremendously important subject "The Science of Efficiency," is engaging the best minds of to-day, from the heads of great corporations down to the business manager of smaller concerns. Now, some of our leading commercial giants, commit the error of always being ahead on big work and behind on what seems the smaller thing, which is frequently the most important, and this means a great waste of energy and loss.

Prejudice against innovation, the fixed habit, and desire to do the thing in the same old way is the greatest obstacle to the introduction of efficiency. Take the retail hardware merchant for instance, the "get there" kind. He understands the meaning of efficiency. He knows that his shop must have the best facilities in every department, for the neglect of one important thing would make the rest all lose out.

A splendid line of goods is bought, we will say, and does not sell. The scientific "overman" comes along and investigates, he knows the article is right and should sell. What's the trouble. The clerk has not shown the article, "no one asked for it." The efficient head has gone past the period of driving his help. The sweat system is decaying fast. It did not pay either side and the head knows that his happy and well-dressed clerk is a big asset.

So the proper medium of display is brought about, someone's brain has devised just the right fixtures. The head knows just where to put it.

The cost of handling goods is reduced. Having a "mark down past season goods" is avoided by proper display, which causes the goods to sell themselves. Do you see the saving of dollars? If you are a small concern and have not an efficient man, put yourself in possession of the right medium as far as possible. When a man talks new methods, new lines, new fixtures, don't close your ears. Investigate and save

time and energy and dollars by getting in line with the new mediums, which bring your methods up to the standard of excellence and efficiency.

You cannot ignore these vital facts because they will come, and come gradually, but when they do come, they will force their attention upon you so that you will sit up and take notice, and you will also be wishing that you had not put it off so long.

You can't get away from that old adage that "any thing worth having is worth striving for," and the retail hardware merchant certainly ought to be striving for more business by being up-to-date in his methods.

SCRAP BOOK OF WINDOW DISPLAYS.

Have a scrap book in which you can keep pictures that you cut from the magazines. Cut out every picture that you think may possibly be of some use to you, preserving with it the full description. You will find them a wonderful help. Although you may not care to follow the model exactly, you can combine ideas from several of them which together with your own ideas will give you a good start for your plan.

Classify these pictures into groups such as tools, paint, kitchen utensils, holiday displays, etc., so that you can refer to them as a subject. In this book paste as many other pictures, other than windows, that suggest ideas which you can later develop at a time they may be appropriate.—C. Y. Kimball, Jr.

HOUSE CLEANING SUPPLIES.

Spring house cleaning time is here, so don't forget to have your window display of the necessary articles, writes C. Becker in an exchange. This is a neat one and is arranged as follows. First cover the floor of the window with some dark color cheesecloth. In the centre at the front place a lot of washing soda and on this



Suggestions for Spring Cleaning Supplies

display soap and scrub brushes. At each side of this display stove polish and metal polish and back of these ammonia, fluid, lye, etc., and back of these washing powders and dustpans and brushes. In the centre at the rear place a pyramid of buckets and at each side place brooms in a circle, like illustrated. Across the window at the rear stretch a clothesline and in the centre place a strip of linen with lettering in black. At each side fasten a carpet beater and a few clothespins.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

Put Thought on Your Advertrsing

By J. Crabtree

I would not be stating a new fact if I remarked that about fifty per cent. of those who advertise in the home papers are quite skeptical about the results that they get.

Indeed many of them advertise because their competitor runs his card daily or weekly (as the case may be), and they feel that they must not be left out. Now it strikes me if many schools can be established turning out ever so often crops of students who expect

have a full line of paint, stoves, or tinware, or enameled ware, or whatever the line may be."

That does not give him much to draw on and besides the public expects (if you are keeping any kind of an establishment at all) that your stock will not always be shy the article that any individual may chance to desire when in your store.

A well written ad. will get the people into your store, and it is then up to you and the clerks to make the sale. Many who advertise are of the opinion that the ad. itself should do the selling. If any part of that supposition is true, then that same ad. must have something in it besides the words, "We carry a full and varied line."

One thing that the public will desire to know is, what prices have you got on that full and varied line? Another thing that most all except the very cheapest buyers wish to be informed upon is points regarding the quality of the articles that you offer.

To advertise one thing and attempt to sell something "just as good" is to be first party to a clever fraud (for the time being), but such a practice soon plays out and the customer does not come again to be "stung." Worse than that the customer's friends all fight shy of your store.

To advertise a line of articles when you have only odd sizes in stock and then be obliged to say "just out, will have it in next week" is also another great mistake. The customer probably desires the article at the time it is called for, and "next week" to you, will mean that said customer has purchased elsewhere.

It is a wise plan to make sure that the different clerks know just what your ad. for the week is. You would naturally be inclined to believe that every one would, but they do not. Worse still than that, many times the clerk not only fails to know what is being advertised, but he has not got the "gumption" to demonstrate the article after it has been advertised and the customer brought right to his very counter.

When a store or business is found that such a state of affairs exists in (and believe me such conditions are not rare), who can wonder that the owner fails to believe very "hefty" in the scheme of advertising?

The great wonder is that one can get him to advance a single cent for the purpose, and probably you couldn't, except for the fact, as previously stated, that his competitors all advertise and he is so forced to do the same act.

To advertise without being able to make good on what you say in the papers is about as legitimate as running a fake auction store, and the customers will stick by you just about similar.

Now, provided that you feel that you have not the time to take a course of instruction with people who have made a study of advertising, where, I repeat, are you going to get the ideas to put in your ad? Are you going to struggle along and expect that harassed editor to do it from the few general pointers that you hand over? Are you going to sit at your desk and think and think until your brains are all of a muddle and could not, under any circumstances, evolve a clever idea?

Certainly not. Look for the ideas in your own store.

Housecleaning

Everything necessary to renovate
the home.

S. W. Paints and Varnishes

Every can full. S. W. paint covers
a much larger surface than most
brands, and lasts longer.

GOLD AND ALUMINUM PAINT.
HANDCRAFT STAINS.
**PAINT AND VARNISH
BRUSHES.**
**SCRUB BRUSHES, BROOMS,
STEPLADDERS**
MOPS AND MOP-WRINGERS.
Phenyle Disinfectant, 2c Tin.

Aikenheads

Aikenhead Hardware Limited,
17, 19, 21 Temperance Street,
Wholesale and Retail.

An advertisement well calculated to attract the attention of the housewife, but is rather crowded. Same size as original.

(and many of them do) to make a good living out of just writing ads for certain firms, and that this business is on the increase, that there must be something in it that would pay the merchant in the smaller towns to investigate.

You say, "Why, we pay the editor of the paper to write the ad. for us, and supposed that he knew his business." He probably does, as an editor, but the chances are that he, too, has never had the time to give his entire attention to the writing of the ads. Besides, even if he did, there are just about 100 different kinds of business advertised in his paper, and he could not well be expected to know the different conditions that pertain to each.

On top of that, do you give him enough to draw to, when you consult with him? Suppose you say, "We

Pass around when you are not busy and listen to what the salesmen are saying to the customers. You can't help but find one, now and then, who puts over some clever argument about some certain article. Better still than this, if you are well enough in touch with your clerks to get them to tell you some of their pet sales. Perhaps you can get the dope by offering a special inducement. You pay for ads. anyway, don't you? Right here is the very start of the whole business, the kernel in the nut as it were, and you have been passing it up for years, perhaps.

Why is it that the mail order ads. have such a pulling force? To save time and trouble we'll admit that there is something due to the prices offered, but that is not all. It is also in the manner in which those prices are set forth and the constant way which the ads. are kept before the public's eye.

In your own town you have every advantage. People know what you are, or are not, and if you allow a business house hundreds of miles away to put it all over you in the selling line, then there certainly must be something in printers' ink if it is put on the paper in the right manner, and I do not see how you can get away from that fact.

So getting down to cases right now, don't you really think that it would be a mighty paying investment for you to put in a little spare time (after the inventory has been taken) in sizing up this matter of advertising and giving it a more thorough trial than ever before?

AN ADVERTISING LESSON.

"I buy advertised goods by preference," says G. H. Lorimer, editor of the Saturday Evening Post, "but I never write to the advertiser."

Here is a mighty advertising lesson.

Farming Tools of Quality

The "SAMSON" Brand

SUCH AS

Forks, Hoes, Rakes, Etc. Etc.

All Forks are made from Hammer Drawn Steel, Oil Tempered carefully and severely tested before leaving the mill, thus reducing to a minimum the danger of breakage in use, an item of interest that every consumer will appreciate.

We guarantee this line in every respect.

P. SHIELLS, - Kincardine

A well worded and well displayed advertisement. The argument is also good.

"Replies," "answers to ads.," have had much to do with misplaced confidence in advertising mediums.

Some of the biggest and best buyers will not answer ads., but, like Mr. Lorimer, they prefer advertised goods and read advertisements carefully.

How is the advertiser to discriminate if he can not

depend upon replies to prove which mediums are the best?

By two absolute methods. Select a publication which goes to the exact class of people who should use your goods and use enough space to command their attention and respect.

There is no other sure method.

Not infrequently a large number of replies prove

WE HAVE DECIDED TO ADOPT

The Cash System

After the FIRST DAY of

JANUARY, 1912

We are making this change after careful and deliberate consideration, and are satisfied it will result beneficially both to our customers and ourselves. Under present conditions the customer who pays cash or pays his bills promptly has to make up for all who are slow pay and those who never pay. It also requires an elaborate system of book-keeping which costs both time and money, the frequent sending out of accounts using both stationery and stamps, also the tying up of a large sum of money which would enable us to carry a bigger and better stock of goods at LOWER PRICES.

We estimate we can save you five per cent over present prices, may be more when we have tried it out and know exactly what it will do.

MEANWHILE REMEMBER

Everything is Cash after January 1st, 1912.

GOODS SATISFACTORY OR MONEY REFUNDED

It will be our aim to give our customers the best quality, best service, and best prices possible, and we hope to receive the same kind consideration from the public as has been extended to this store since its establishment 20 years ago. All accounts will be rendered by December 15th and we ask for Prompt and Speedy Settlement of the same.

Binns' Hardware

Phone 28 **NEWMARKET**

Good sample of an ad. announcing the adoption of the Cash System

that the readers of a certain publication are mere curiosity seekers.

The contents of the publication itself, the thoroughness with which it covers its field, and the force of its appeal to earnest-minded people should have first consideration.

ADVERTISING—THE BEST INSURANCE.

The primary purpose of advertising is to create new business. And yet it is possible for a bank to become so strongly entrenched that this feature becomes secondary. But the necessity to advertise remains just as urgent—as insurance.

The commercial graveyard is full of firms who thought they had reached the point where they could afford to stop advertising.—Commercial West.

Each time an advertisement is repeated it is read by a less number of people. To get the most readers, change copy every issue.

What Trade Associations are Doing

Next Year's Hardware Convention

Executive of Retail Association, in Conference With Exhibitors, Decide upon Hamilton for 1913 Gathering.

The Executive Committee of the Ontario Retail Hardware and Stove Dealers' Association met at Hamilton on April 8 in conference with the Board of Directors of the Canadian Hardware Manufacturers' Exhibitors, Limited.

The auditors' statement for the first three months of 1912 was read, showing cash on hand to the credit of the Retail Association on April 1, \$1,785.11.

The appointment of a Membership Committee was decided upon and the provinces will be divided into districts with an active member in charge of each district working under a chairman who will co-operate with the Secretary of the Association in securing the enrollment of additional members. The Membership Committee will also have in hand the matter of ar-



Hamilton Armouries, where next year's Convention and Exhibition will be held

anging for future district meetings, and the Membership Committee will also assist in securing petitions and creating interest in matters of legislation in which the Association has in hand.

C. W. Conn, Tilsonburg, and J. M. MacGregor, Oakville, were appointed a committee to prepare forms for making estimates of furnace work, etc.

D. A. MacNab, Orillia, and C. W. Conn, Tilsonburg, were appointed delegates to the National Retail Hardware Convention to be held at Detroit, June 19 to 21.

Instructions were given to increase the Treasurer's bond to \$1,500 and to adopt the use of voucher books in paying Association accounts, all vouchers to be signed by the President and the Secretary.

Hamilton's Many Advantages.

At the joint conference between the Executives of the Retail Association and the Hardware Manufacturers' Exhibitors, Limited, considerable discussion took place on the selection of the city in which the

next convention would be held. Letters were received from the Mayor of Belleville and the President of the Board of Trade in that city, extending invitations to hold the 1913 convention there. Representatives of the Manufacturers' organization, however, had made a thorough canvass of the possibilities of holding the convention at Hamilton and reported that assurances had been given them that the use of the armories could be obtained.

The Hamilton armories are a magnificent pair of buildings located on one of the main streets in the very centre of the city. The drill hall is 90 x 100 feet in size, being heated and particularly well suited for exhibition purposes. In the same building two large rooms are available for convention meetings.

It was decided, therefore, that the 1913 convention would be held at Hamilton and that the armories be accepted as the meeting and exhibition hall if the civic authorities succeeded in securing permission to use them from the Government at Ottawa.

The civic representatives seen, promised to do everything possible to make next year's convention at Hamilton an enjoyable and profitable event, and it was pointed out that in the matter of hotel accommodation that Hamilton would be well able to handle a much larger crowd than had attended in previous conventions. The "Royal" and "Waldorf" hotels are \$2.50 to \$3.50 per day, while other hotels with rates at \$2 to \$2.50 per day include the "Cecil," "Terminal," "American," "Commercial," "King George," "Stroud," "Huberts," "Vineyard," "Vancouver," "Armory," and "Hannahans." It was estimated that one thousand delegates could easily be cared for by the different hotels.

The date of holding the convention was next discussed, and it was decided from the standpoint of both the retailer and the manufacturer that the third week in February was the best which could be selected. This allows retailers plenty of time to get through with stock taking before attending the convention, while it also permits manufacturers' salesmen to get through with their first trip of the year before convention week. The 1913 convention will therefore be held on February 18 to 21 at Hamilton.

Programme to be Prepared.

Weston Wrigley, representing the Retail Hardware Association and R. B. Johnston, Chairman of the Exhibition Committee of Exhibitors, Limited, were appointed a committee to prepare a draft programme for the convention and submit same to the two organizations for approval. It is intended that the exhibition in the armories will be open to hardware merchants only, every morning, meetings of the two associations will be held in the afternoons and the evenings will be given over to question box discussions and entertainments. The exhibition hall will be thrown open to the public each afternoon and evening, and, as the hall is sure to be crowded at that time, retailers will find it to their advantage to attend the exhibition in the morning.

Badges for the convention will be prepared in two

colors, one showing the exhibitors and their guests, and the other the retailers, executive officers, etc.

The exhibition hall will be divided into 88 booths, these being arranged around the walls leaving an open space in the centre where an orchestra or band can be stationed to render musical selections, etc., and from this platform announcements can be made and opening ceremonies conducted.

The manufacturers who will take part in the exhibition will instruct their salesmen to urge retailers to attend the convention and exhibition whether or not they are members of the Retail Hardware and Stove Dealers' Association. Every effort will be made to secure a large attendance and it is felt that the work of the retail organization will be appreciated by a large percentage of the visiting retailers who will have a good opportunity to learn the benefits of Association membership while in the convention city.

A. A. Bittues, President of the Canadian Hardware Manufacturers' Exhibitors, Limited; F. M. Tobin, 1st Vice-President; Chas. E. Stewart, 3rd Vice-President; M. R. Griffiths, 4th Vice-President; R. B. Johnston, Chairman Exhibition Committee, and F. M. Hollingsworth, of the Exhibition Committee, attended the joint meeting, while the Retail Hardware Association was represented by M. S. Madole, President; W. F. MacPherson, 1st Vice-President; W. W. Bennett, D. A. MacNab, C. W. Conn, and F. W. Otton, Executive officers, John Caslor, Treasurer, and Weston Wrigley, Secretary.

Members of both organizations were enthused with the results obtained at the joint conference, and it is generally agreed that the outlook for the 1913 convention is far brighter than in any previous year. Manufacturers and retailers will work together enthusiastically to make the 1913 convention gathering a success and the result cannot help but be beneficial to both exhibitors and retail hardwaremen.

JOBBER COMPETING WITH RETAILERS.

Milton Carr, ex-M.P.P., who for 27 years has been connected with the general store business in Northern



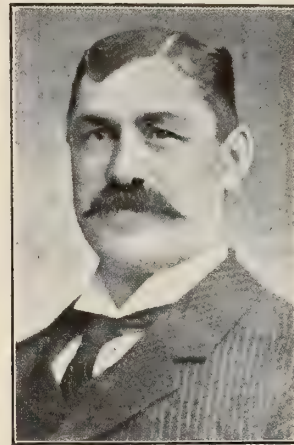
JOSEPH H. HILLIER, Burks Falls
Member Executive Northern Hardware Club

Ontario, and who now conducts hardware stores at Cobalt and South Porcupine, was an enthusiastic advocate of organization at the meeting of Northern hardwaremen at North Bay on Good Friday.

Mr. Carr told of how he had been forced to sell his grocery business because of its being made unprofit-

able by wholesale grocers establishing local agents to sell in quantities to mine owners, boarding house keepers, hotel men, etc. These local agents took all the cream and merely left the pickings for the retailer.

"The same thing is occurring in the hardware trade," said Mr. Carr, "and already several jobbers who protect the trade in the older portions of Ontario are having their Northern Ontario representatives solicit orders from the miners in competition with the



MILTON CARR, ex-M.P.P.
Chairman Executive Northern Hardware Club

legitimate hardwaremen in the northern towns. Unless we organize and stand together others will break in and our trade will be destroyed.

"The practice of bidding on miners' specifications is also causing trouble, as frequently some retailer who is hard up will put in a low price figuring on breaking even by substituting low price goods."

Another instance was given of a Montreal jobber calling on a retailer and securing an order for a bill of hardware for a block of buildings, and of how the same traveller that night sold a similar bill of goods to the contractor for the same building, later supplying the contractor with roofing to sell in competition with the retail hardwaremen.

An interesting discussion followed Mr. Carr's remarks the name of one of the largest jobbing houses in Canada being given as protecting the trade in some places and selling to miners in competition with retailers in adjoining places. It was agreed that if the practice was continued dealers now buying from the unfair jobbers would transfer their trade and the members of the Ontario Retail Hardware Association in the older portions of the province would be asked to co-operate in bringing the offenders to time.

PUSH INDIVIDUAL CUPS.

The Hero Manufacturing Co., Philadelphia, Pa., report an increasing demand from Canadian merchants for their collapsible aluminum drinking mugs, it having proved to be one of the best sellers of the year. The rings are so fashioned as to make it perfectly tight and the shape is such as to make it capable of holding 7 ounces of liquid although taking up very little space. The collapsible mugs are sanitary and can be furnished in either aluminum or brass. During the summer months the demand for this line and those who desire individual cups when visiting the parks or on other occasions.

Salesmanship Essential to Success

To the Clerk Who Would Succeed

By Elbert Hubbard

To the clerk who would succeed, I say, cultivate charm of manner. Courteous manners in little things are an asset worth acquiring. When a customer approaches, rise and offer a chair. Step aside and let the store's guest pass first into the elevator. These are little things, but they make you and your work finer. To gibe visitors, or to give fresh and flippant answers, even to stupid or impudent people, is a great mistake. Meet rudeness with unflinching politeness and see how much better you feel.

Your promise to a customer is your employer's promise. A broken promise always hurts; and it shows weakness in the character of a business organization, just as unreliability does in an individual.

Most inaccuracies come from not really listening to what is said, or not really seeing what you put down. The chewing of gum, tobacco or paper as a jaw-exerciser should be eliminated. The world is now pronouncing them vulgar, unbusiness-like, useless and silly. Keep ahead of your employer and of the Board of Health in this.

Having promised to obtain goods or information, or to deliver goods by a certain time, do not start the thing a-going and trust to luck for the rest. Do your own part in full, and then follow up to know that the rest is moving on schedule time. Remember that the thing specially promised and of special importance needs watching. "Accidents" and life's various "hindrances" get after just those things with a keen scent.

If your business is to wait on customers, be careful of your dress and appearance. Do your manicuring before you reach the store. A tooth brush is a good investment. A salesman with a bad breath is dear at any price. Let your dress be quiet, neat and not too fashionable. To have a prosperous appearance helps you inwardly and helps the business. Give each customer your whole attention and give just as considerate attention to a little buyer as to a big one. If asked for information, be sure you have it before you give it. Do not assume that the location or fact is so because you once thought it so.

BUSINESS-BUILDING SALESMEN.

In the retail, wholesale or manufacturing business, if the contact is right between the service rendered and the customer's good will, it signifies an effectual sales advertising plan, remarks the Sporting Goods Dealer.

While the customer's good will rests upon the sum of all that is done to render full service, from the quality of the goods to the collection of the accounts, one of the actual points of contact between the firm and its trade is the living representative—the salesman. To get the full power of the vital business force of real service calls for perfect points of contact.

This means the right salesman—the living man himself—not the goods. The goods the but part of the actual medium that passes in the exchange—usually a known and controlled factor.

The salesman is the contact, the end of the wire, and to distribute the full force of the firm to the trade, he must make a perfect connection. He is both the wire end and the living factor controlling the fitting of the wire in the socket. If the salesman is wrong, the contact is a poor one, and the best part of the force of the firm's service is lost.

With this thought in mind, can a salesman who neglects himself in any way, his appearance, his knowledge of his goods, his habits, his morals, feel secure in his position?

The salesman who knows that his hours, his health, his smoking, his drinking, his clothes, his knowledge of work, his desire to "do his best cheerfully," each add to his success, must remember that any one weak point leaves him open to criticism, and with the discovering of weakness on any man's part in these days when the science of business is beginning to be understood, means dismissal.

The salesman who can form the right contact is always to be found, and since he deserves the job, he in the end gets it. To-day the opportunity for the well-balanced and finished salesman is better than even before. Firms are becoming aware of the business law that there is more in business-building than in business-getting, and a business-building salesman who can intensify the customer's good will toward his firm is the man who gets the \$\$\$\$.

COMMISSIONS TO CLERKS.

Among the questions that got into the question box at the recent convention of the Illinois Hardware Association was: "What do you think of giving your clerks a small commission on sales?"

In the discussion which followed one member stated that he did not consider it necessary. If an employer pays an employee what he is worth it is unnecessary. If he is a good man, advance his salary each year.

President Woodward related a personal experience. He informed one of his clerks that he would give him 2 per cent. For instance, if the business would increase \$5,000 in 1912 over 1911, the clerk would get the 2 per cent. on the \$5,000, and that rule is the basis of his salary. Here is how it works out: That young man watches the sales every day and watches them closely. Every night we know what our cash and credit sales have been. Each week he looks at the record of last year to ascertain how business is comparing with 1911. If we are falling back it is an incentive to try and make up the amount lost and make a gain if possible.

If there is a nail or a sliver sticking on anywhere in your store where it could tear a dress, you are running a chance of losing a customer.

Paint and Varnish Trades

Forty Years a Retail Paint Dealer

By Charles M. Lemperly

People are always interesting. What they have done and what they are doing now is also interesting. But what they intend to do, likewise has some bearing.

In any event, I had the pleasure of listening to the life story of a man who has just completed forty years in the retail paint business. I happened into his store the other afternoon. He wasn't very busy so he invited me to sit down and if I had paid two dollars for a seat at a lecture I couldn't have possibly received more value for my money. It was a treat, for the man was educated, not in the university, but behind the counter, on the road, and behind the roll-top desk. His was an education of facts and figures, human nature and human experience—not so much an education of books and the class room, although he had served on



CHARLES M. LEMPERLY, the writer of this article

the school board in his town and knew something about Horace, Cicero, Terrence and Virgil because he had just finished a discussion of the course in Latin at the board meeting.

I told him I wanted to give the readers of the Canadian Hardware and Stove Journal the privilege of an interview with him, so he consented, and here is what he said as nearly as my memory serves me:

"Forty years in a retail paint store is 'some service,' to put it in the slang of the day. And when I tell you, I'm only fifty-eight now, you will know that I got a pretty early start. Before entering this business forty years ago, I was an errand boy and a half-salesman for a druggist up street. Yes, I started the store on this very spot only in another building that has long since been torn down.

His First Stock of Paint.

"My first paint stock was sold me by a salesman named Bradley—a fine fellow. At first I thought he was crooked but when I came to know him, I found him

a fine chap, honest, truthful and willing. His paint was the old Martin Brand—reliable and honestly made. I gave him an initial order for fifty gallons—an unusual amount in those days.

"This same fellow continued to molest me until I had finally put in stocks of varnish, shelf goods and enamels—although many years elapsed before some of these products came into existence. He then went out of the paint business and I lost all track of him.

"The business went along. From the very first I knew I would have to tell the people where I was and what I had to sell before I could hope for success. So I advertised. I was the first advertiser who signed a yearly contract with the local weekly for three column six-inch space. And in these years, I have never failed to furnish a change of copy, a new cut, and new selling arguments for every issue. Since that time I have taken space in over fifteen papers and they have all paid me but one. That one had a burglar for a manager and a thug for an editor. The paper was jailed and I lost some money on my contract.

"I have kept on advertising and will continue to as long as I can remain in active business and good health. Then I shall turn the business over to my son and I will instruct him to follow my methods—methods that have netted me a fortune of nearly \$100,000 in forty years and that have made business a pleasure to me every minute.

Principles of Success.

"You ask me to tell your readers what principles I would advise every hardware and paint dealer to follow in order to attain success. I say there are no fixed principles any more than I can tell you now what weather we shall have to-morrow. It is in the man, the circumstance and the opportunity. But don't lose sight of the fact—a man must work, and work d—d hard, or he will never gain or accomplish anything.

"Next to hard work, he must have the ability to select good stock, to tie his store up with some reputable manufacturer whose success is established, and who will co-operate when co-operated with. Don't let the manufacturer be 'George' and do it all. Do some of it yourself. Keeping the stock fresh, clean, well assorted, neatly displayed and where you can always find what you want—these are important.

"The clerks? Oh, yes. They are the stumbling block to many a dealer. What kind have mine been? Well, that's hard to answer, only I'll tell you, I have never had one quit me nor have I ever fired one. The secret is this—I've only had one and that's myself. I have run this store single-handed except for the occasional assistance of my wife or one of the children. I have never felt the need of such help, and it hasn't been because of lack of business, either, because I've done a business three times as large as Blank has done in Montreal, and you know he has done well. But if I kept clerks, I would give them a share of stock, I would let them learn how to buy, that they might better know how to sell intelligently. I would have them practice

writing ads., designing window cards, and writing circular letters. All this work I have done myself.

Faith as a Factor.

"My young friend, you can't make a success of this business without faith in it. I mean you have got to believe in good paint, in varnish that won't crack and spot, in good enamels; and, mark my word, you can't afford to tie up to a line that isn't as honest as the Bible. Yes, I am something of a religious man and I believe the Bible is the best school book ever published. Notice that ad.? Well, there's what I call 'Bible English' and it's a selling ad., too. I sold a window full of poor sellers on that one ad.

"Hustle! That's the secret. Don't loaf on the job. Be doing something all the time. Why the man who idles and bides his time is doomed. He can't get by. They won't let him! Hustle. Push. Work. Dig. Advertise your goods in the paper day by day and have

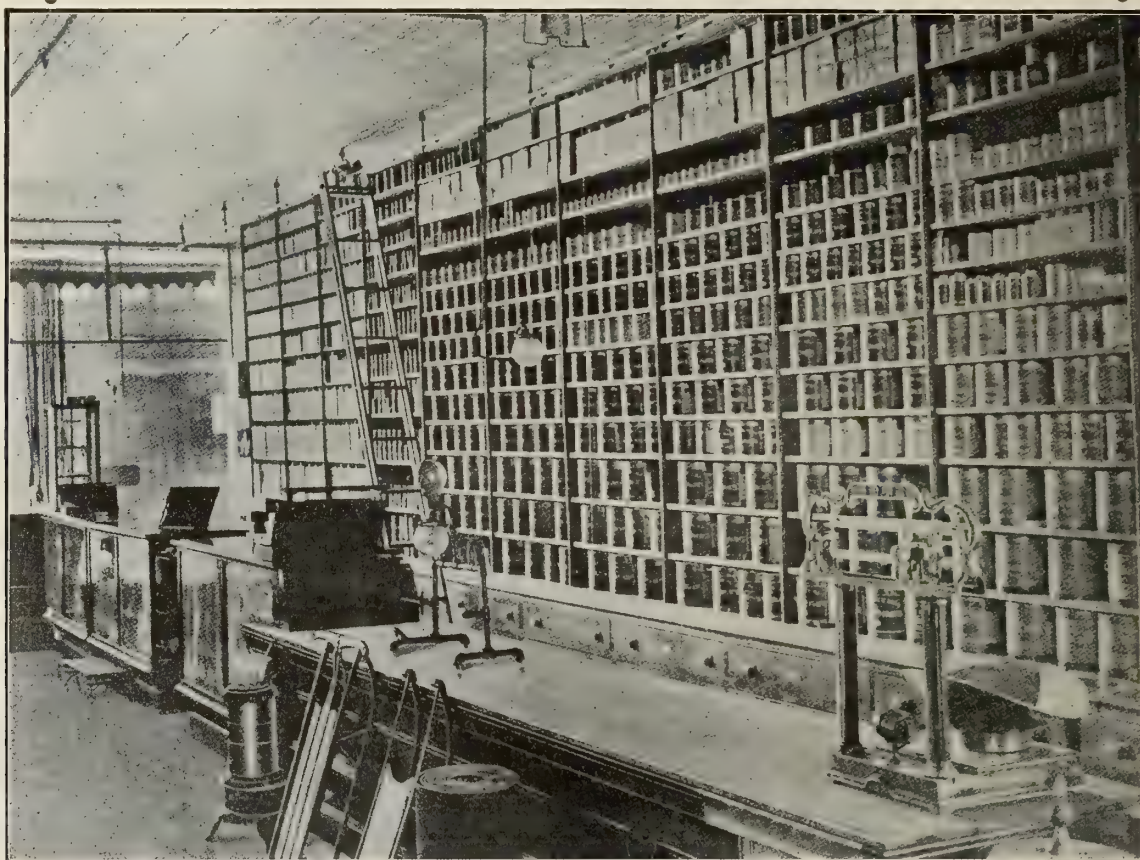
be given producers to work off any six hoop casks they may have in stock at the stills. Notice has been sent to all cooperage concerns that six hoop barrels will not be accepted hereafter.

The additional cost of the two extra hoops is said to be about ten cents per barrel. This, it is claimed, is more than offset by the better package and the resulting saving of leakage.

As stated above, the cost will only be 10 cents extra on a 45-gallon barrel, so the difference in price to the retailer will not amount to much. The chances are that part of this extra cost will be absorbed by the barrel manufacturer and maybe some by the producer.

EXPLAIN ABOUT CHEAP VARNISH.

The dealer who understands true economy is the dealer who discriminates in his varnish, says an ex-



This shows the Paint Department of Jones & Sawyer, a Minneapolis Hardware firm. The stock of paint occupies twelve sections of shelving, and care is taken to keep the cans and labels fresh and clean. Brushes are displayed in a show case in front of the paint shelving.

an electric sign at night. Keep the people coming your way."

This man, robust, active, hearty, is enthusiastic over the opportunities that lie before the Canadian paint and varnish dealer of to-day. His views will help pave the way successward.

CHANGE IN TURPENTINE BARRELS.

The Board of Directors of the Savannah Board of Trade, the governing body in naval stores matters, has adopted a trade rule requiring that hereafter spirits of turpentine shall be placed in eight hoop barrels, instead of six hoop barrels as heretofore. The new rule goes into effect immediately, but a reasonable time will

change. The man who pays a dollar for a gallon of varnish, which cracks and looks shabby in a couple of months, you can readily see is paying a bigger price than the man who pays three dollars and twenty-five cents for a gallon of varnish which will look as good in the end of a year as it does now, and will continue to wear and give satisfaction.

AN EXPLANATION

Through an oversight we omitted mentioning that the cut of the interior of J. C. Stewart's Store, Grayson, Sask., on pages 5-4 of our last issue, was published through the courtesy of F. Stevens & Co., Limited, paint manufacturers, Winnipeg.

Co-Operate with the Manufacturer

By the Observer

In order to make a success in the paint department, co-operation with the manufacturer whose line you are handling is absolutely necessary. A manufacturer may spend any amount of money in advertising to help the retailer, but unless the latter lends him every assistance possible, the most is not being made out of the line.

At all times a dealer should be ready to work hand in hand with the manufacturer, if he is going to make money out of the line and, at the same time, give satisfaction to his customers.

Not only should the proprietor co-operate, but he should instruct all his clerks to do likewise. Some dealers buy a stock of paint and when it arrives, put it on their shelves and leave it there to sell itself. They may continue to get along in this way, but in 99 cases out of 100, if a man follows this policy on all his lines, it will not be long before the assignee is advertising a bankrupt stock.

Retailers should read carefully the instructions as to how to apply different paints and specialties, and also read all the literature sent out by the manufacturer. Then when a customer who intends doing some brightening up, comes in and is in doubt as to what to use, the dealer knows what to recommend. When a wrong preparation is suggested and the job on which it is used proves unsatisfactory, it means that the customer will put up a big kick and his trade is lost forever.

Paint manufacturers are constantly receiving questions on how to reduce paint. If the retailer would only take the trouble to look, he would find instructions printed on the can, and by telling a customer when the sale is made, it creates a better feeling between the buyer and seller. Very often dealers have recommended boiled oil when raw oil should be used.

The other day a lady came into the store of B. E. French, Caledonia, Ont., and stated she had just had a hardwood floor put down, and asked for a crack crevice filler. Mr. French got a can from the shelves and asked her what she was going to do with it. She stated she had a floor to finish. He knew what she asked for was no good for the purpose she wanted, so told her so, and showed her some wood paste filler and told her how it was used. Before she left the store he had sold her a 3-lb. tin of this, some "Wonder Lac" and some floor wax.

"If I had not known what was best for her purpose," said Mr. French to the Hardware Journal, "and sold her what she originally asked for, goodness only knows what would have happened. Then, too, when customers see you know what you are talking about and that you are taking a personal interest in their purchase, it inspires their confidence in you and assures future trade.

The manufacturer is always willing to help the dealer close up a hard sale and, like the important firms, will send one of their travellers to help out. Many big orders have been closed in this way, and if a retailer, when he finds he is having difficulty in securing an order, would sit down and write a note to the firm he represents, the latter would be only too willing to give all the assistance possible. Unfortunately, many retailers will not do this, either because they consider it a bother or do not want to trouble the manufacturer. The latter is a foolish idea, for paint

men like to receive inquiries of this kind. It shows the retailer is taking an interest in his work, and that he is anxious to push his line.

Many stories can be told of how a retailer, with the aid of the manufacturer's representative, has closed up a deal for a good order. Any retailer can secure a lot of extra business if he will only take a little time and get out and hustle for it. A couple of weeks ago, a dealer on Queen Street east, Toronto, sold a man a small quantity of paint to do some inside work. He knew that the customer's house was badly in need of a little touching up, so he approached the painter who was doing the job and tried to sell him the paint to do it. The latter said he had nothing to do with buying the paint, but would be glad if the owner would have the job done as he (the painter) was short of work at the time. The dealer knew the owner was a pretty close man and telephoned for assistance to close the job to the firm he represented. The latter sent a traveller and the two of them called on the man and pointed out how much the appearance of his house would be improved, the wood preserved, and other points. Before they left, the man had bought several gallons of prepared paint.

Jas. McGregor, of McGregor & Co., Caledonia, recently went out into the country with a traveller and called on several farmers whom he heard were about to do some painting. By good selling talk, he sold 80 gallons of paint in the one day.

If one man can get good business like this, why can not every one. Get out and dig. Don't sit down and wait for the cow to back up and be milked; get after the cow.

PYRAMID DISPLAYS OF PAINT.

"My first move," remarked W. G. Ballantyne, of the Toronto branch of the Sherwin-Williams Company, when interviewed by the Journal, "would be to make a big, splashy window display, using lots of advertising matter and arranging the cans in pyramid style. Nearly every town and village in the country boasts a newspaper, and I would certainly advertise in mine. I would most certainly use a cut, as I believe this adds much to the appearance of an advertisement. In the ad. I would ask them to drop in some time when they were passing, and let me enlighten them on the best stuff to use for various purposes, and how to use it.

"Naturally, I would handle the paint of a house that was well known and that had a good reputation behind it. Then when I sold a can of paint I would know it would give good service.

"Reading the literature furnished by the manufacturer and studying the talking points and merits of the various lines is essential to success. By doing this you are in a position to talk wisely to a customer and stand a much better chance of landing him. Paint is an article that is required by every householder at one time or another, and if you sell him some and it makes a satisfactory job, you are assured of his further patronage.

"If a customer is busy deciding whether or not he will buy, do not run away to wait on another. Stick with him and if he shows hesitancy, drill into him the good points of your line.

"See that the labels on your tins are clean. If some are not, make up a list of what you need and send to the dealer. He will gladly furnish extra ones."

Co-Operative Bargain Days in Small Towns*

By R. A. Murray

WHAT chance has the dealer with a few thousand dollars, carrying a limited number of articles, as compared with the great mail order houses of our country, who flood our communities with advertising at an expense that would crush the ordinary merchant? And every merchant who cares a penny about the future must do his part in fighting the battles of his fellow-merchant. He owes this duty to himself; to the community, of which he is an important factor and to the consumer who is dependent upon him to care for his produce, and for a supply of good merchandise at reasonable prices; hence, the Co-operative Bargain Day.

The Bargain Day, you will agree with me, is an advertising medium for the merchant and the community in which it is held. It not only benefits the merchant, but the community at large. It keeps hundreds of dollars in our towns, and brings hundreds of other dollars to our towns; helps educate the penny-wise and pound-foolish man to spend his money at home. Also teaches him what real values are, which is but one form of community development; of mutual helpfulness and co-operation. Prosperity abides where money circulates. Money we must have to pay our bills, and, on Bargain Day, \$1.00 is worth from \$1.10 to \$1.30 to any of the customers who participate, and, in a great many instances, \$1.02 to \$1.10 to the retail merchant in discounting his bills; therefore, the merchant, as well as the consumer, has made his dollar talk for him to the tune of from 2 to 30 per cent.

A Big Game.

The great mail order concerns are, in a measure, striving to centralize trade, and it is up to us merchants to do our part to keep our dollars in the community in which we live. It is a great big game, and you have your part to play, and should never lay down your hand. One merchant cannot play the whole game. It is every merchant's duty to take a hand, and play every card, so that his fellow-merchant will be benefited as well as himself.

Those of you who have experienced the Bargain Day will agree with me that it does make a noise and will make money circulate. To those of you who have not attended one, I wish to cite our town, Ravenna, where we have had several successful Bargain Days.

The first Bargain Day was planned to be on September 26, when trade was dull all over the state. Something had to be done to arouse interest.

It was decided that each merchant choose an article that would not conflict with any other article to be sold on that day by any other merchant. An article that was seasonable and to make a price on it that would take, or, in other words, that the public knew was a bargain, as we wished to carry out what the day indicated, "A Real Bargain Day."

There were twenty-four members of our local federation, and our president appointed three members to collect the advertising from each merchant for the article he had chosen to make the bargain on, and make arrangements with our editor for the printing of our advertising matter.

Advertising Methods.

The bills were gotten up in an attractive manner, with an explanation of what the Bargain Day was to

be, and that every article advertised would absolutely be sold only on that day at the prices advertised, and for cash only. Our bills were made a supplement of the Ravenna News and one of the main headlines on the front page of his paper was "A Story of Thrift"—how a farmer might figure to take advantage of an opportunity, Bargain Day, September 26th.

An auctioneer was advertised to be on hand that day, to be at the disposal of anyone who wished anything to be sold at auction, from the hours of 1 to 3 p.m. This auction was held on Main street in the business section of our town, thus making a market for the farmers who might attend, and, let me say, it proved to be a drawing card.

Free Shows.

The moving picture show was taken over by the merchants for the afternoon of Bargain Day, and was run with open doors to all who wished to attend, free of charge, and proved to be a treat to a great many country people and children. Every merchant decorated his windows prior to the Bargain day with the articles he was to have on sale, and all were instructed to talk Bargain Day from morning until night, and let the public know that real bargains would be offered, and some merchants sent personal letters to the trade telling what he had in stock, etc.

The morning of Bargain Day came. It was a fine day, and flags and bunting were flying from nearly every business house, and a stranger coming to town would have thought that carnival was in full sway, and, sure enough, there was a "Carnival of Real Bargains."

Town Filled With People.

Our stores were to open by 9 o'clock, and 11 o'clock our town was filled with people. Our livery barns were filled to their capacity with the teams of bargain seekers, and some of our merchants had run out of the article advertised, but their brother merchants, having the co-operative spirit, came to the rescue and supplied from their stock, so that no bargain seekers would be disappointed. To show you what some of our merchants disposed of in quantity: One selling 1,390 yards of gingham; one grocery store selling 600 baskets of grapes; another 45 dozen brooms, and another merchant 1,860 rods of field fence. Of course, this was not all that was sold, but merely some of the leaders. The prices at which they had been sold surely made them leaders. And let me say right here to any who may attempt a Bargain Day as we have:

First—Put up an article that is seasonable.

Second—Make your bargain on an article of quality.

Third—Make it a Real Bargain.

There is a class of people who buy of us merchants when they have to; if they find that we have bargains that they cannot resist, but, when things are about even in their minds, they are not going out of their way to serve you. Those are the people we wish to educate, and the Bargain Day will do it.

Stimulates Trade.

Of course, no merchant cares to push his bargain—as is the policy of the big department stores, I am told—but it is what the bargain carries with it he wishes most to sell. As I have said before, the Bargain Day stimulates trade, and you will agree with me that in all lines of business trade was 40 per cent.

* Address before the Federation of Nebraska Retailers.

lighter than it was in 1910, and, in a number of lines, 60 per cent. It is possible that this is a little over estimated, but I have prepared a table showing the business done in our town two of our Bargain Days, dates as follows: September 26th and October 24th, 1911.

There are 49 business interests represented on our town, exclusive of banks, as follows:

- 3 restaurants.
- 2 livery barns.
- 3 hotels.
- 3 pool halls.
- 4 exclusive grocery stores.
- 1 harness shop.
- 1 bakery.
- 2 hardware stores.
- 2 clothing stores.
- 2 implement dealers.
- 1 news stands.
- 5 saloons.
- 2 lumber yards.
- 3 barber shops.
- 3 drug stores.
- 3 dry goods and groceries.
- 1 exclusive dry goods store.
- 1 racket store.
- 1 millinery.
- 2 meat markets.
- 2 furniture stores.
- 1 music store.
- 1 exclusive boot and shoe store.

There were 24 of the above represented in our first Bargain Day, and 28 in our second, leaving 25 and 21 respectively not represented in our circular mailed to and listed bargains in their windows, and advertised the public, but they took advantage of our advertising by hand bills.

By the kindness of the above 49 merchants in Ravenna, I have secured the following figures:

September 26, 1911.—

Cash sales	\$4,768.40
Collections	894.26
Credit sales	462.28

October 24, 1911,—

Cash sales	\$5,036.22
Collections	782.40
Credit sales	492.84

Total For Both Days.—

Cash sales	\$9,804.62
Collections	1,676.66
Credit sales	955.12

Same Days In 1910.—

Cash sales	\$2,644.74
Collections	2,084.26
Credit sales	1,366.80

Now, considering the year just past, it shows what a Co-operative Bargain Day will do for a community. The cash that changed hands was \$11,381.28, in comparison with a year ago on the same dates, \$6,349.00, while the credit sales of the year previous were \$411.68 in excess of what they were on our Bargain Days.

I think this is a pretty good showing for a town of 1,200 people, and a population of 6,000 within a radius of ten miles, being an expenditure of, approximately, \$10.00 to the family on the two days mentioned. This was surely surprising to most of our business men, and our Bargain Days were talked the country over.

No doubt you would like to know of the expense of conducting such a Bargain Day. Including printing and mailing, our first Bargain Day cost us \$3.47 per member, twenty-four merchants participating, and having contracted for more territory, and each bill was enclosed in a separate envelope. Now you can see why I said our editor is surely loyal in more ways than one. We took his subscription list, and did not

send separate circulars, he having made our bill a supplement to his paper, thus saving us a cost of probably \$17.00 alone on postage, or, approximately, 75 cents per member.

Skeptical People.

Some people become skeptical of the bargain day, and figure that if the bargain day is good for the merchant, selling his bargain without a profit continually, or from month to month, he is surely taking advantage in some way. We did not wish to destroy the confidence of the public, which I think is done in a great many places in putting on a sale. The consumer figures out that they are not selling their wares below cost, and they reason that, if he can throw off a large per cent., he has been simply charging too much. Along this line I would suggest that, in putting on a Bargain Day, you put up an article that has a small margin of profit. I also suggest a Bargain Day every sixty to ninety days—sixty days, preferable.

The Bargain Day, in a measure, puts before the public the business interests of your town, and the town that caters to its surrounding community, is bound to prosper. The Bargain Day brings together the people of the country and town in which it is held, and makes the farmer, laborer, banker and, in fact, every individual, become more interested in making your town a favorite above other competing towns. It shows the spirit of the merchants of your town who are enterprising and determined to get the business that rightfully belongs to them. It makes the merchant realize more than ever that co-operation is a large element in the success of any line of business, and it creates public spirit in the minds of the men united.

SEVEN BUSINESS SECRETS

Make up your mind to work at something really worthy of your work and work hard.

The surest way to make money is to save money, and to use what you save.

Don't be afraid of long hours or constant attention to your work.

Work can be made a joy, and economy a pleasure, if you combine an object worth while with the determined ambition to win.

Work where the interest of the man who works is centered becomes a source of real gratification of honest pleasure and accomplishment.

Any young man can get rich, can succeed in business if he saves, if he has a definite and honest purpose and is so filled with the purpose that work ceases to be a hardship and becomes a privilege.

Look at things with optimism in your heart. Go into some small business and work to make it into a big one.—Frederick Weyerhaeuser.

The men whom I have seen succeed in life have always been cheerful and hopeful men, who went about their business with a smile on their faces and took the changes and chances of this mortal life like men, facing rough and smooth alike as it came.—Charles Kingsley.

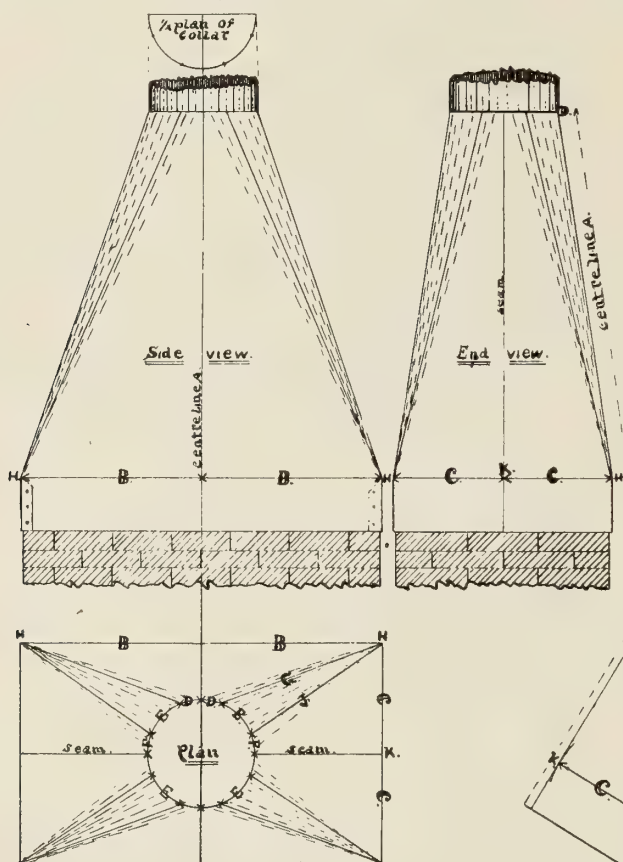
Patterns for the Tinshop

Inquiries from subscribers will be answered
by G. L. Gray, founder of Gray's School
New York.

SMOKE STACK BASE IN TWO PIECES.

By G. L. Gray.

First draw plan the required size and erect centre line A. Draw side and end views as shown. Space the circle in plan in eight equal spaces, spacing half a space each side of centre line shown by DD, which leaves four full spaces between, shown by E. Draw centre line A for pattern indefinitely. Draw line for



base at right angles to centre line. Mark the required distance each side of centre line. The distance shown in side view BB. The height of centre line in pattern is taken from side view marked centre line AHD. Set compasses on plan, taking half space D, and place it on each side of centre line as shown by DD in pattern. Draw lines GG intersecting D and H. With the compasses take space E from plan, strike arc EE in pattern. With large compasses or trammel points, set at H and D, strike line intersecting arcs EE. Draw lines JJ from intersections, at E, to H. With compasses take distance HK on plan. Set compasses at H in pattern strike arc K. Take the distance of half space in plan marked F, place compasses at E in pattern, strike arcs FF. Draw lines L through arcs FK. Place square on line L, draw lines KH at right angles to line L. Reverse square on line L, draw lines FE at right angles to line L. Set compasses on centre line of pattern

shown by M, strike sweep intersecting FDF, which completes one-half pattern for base.

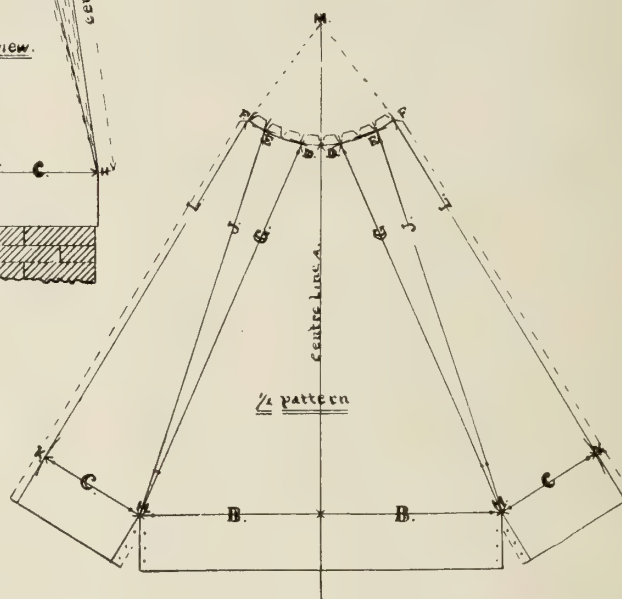
The side and end views are not required to make the pattern. I only show them to give the mechanic a clearer idea of the whole construction. One-half plan is all that is required, as the height is made to suit the width of iron from which it is to be made.

HOW TO MEASURE FOR METAL CEILINGS.

First take the actual dimensions of the room in feet and inches, then add to each dimension twice the depth of the cornice to be used. Add to this 4 inches for variation. For example, take a room the measurements of which are 15 feet 0 inch by 39 feet 0 inch.

If your cornice extends down on the wall 12 inches, add 24 inches to each dimension, and then add 4 inches

*Smoke stack base,
in two pieces.*



for variation to each dimension, which is tabulated as follows:—

Size of room.....	15 ft. 0 in. x 39 ft. 0 in.
Cornice	2 ft. 0 in. x 2 ft. 0 in.
For variation	0 ft. 4 in. x 0 ft. 4 in.

Total 17 ft. 4 in. x 41 ft. 4 in.

We now have the dimensions, 17 feet 4 inches by 41 feet 4 inches; multiplied, gives the actual number of square feet of metal in the entire ceiling, cornice, etc., namely 716 square feet.

The deeper the cornice the greater the cost of the material. The selection of its depth shall be governed by the height of ceiling. For a room 12 feet high the depth of plate must be considered in making a selection of designs. After the selection has been made and the price agreed upon, multiply the cost of the metal by the square feet in the ceiling. To this must be added the cost of labor for erecting.

Stoves and Housefurnishings

STORING STOVES A PROFITABLE BUSINESS.

The storing of stoves during the summer months is not generally practised by hardware dealers, but to those who have tried it, it has proved a profitable business. Not only is there a profit in taking care of the ranges, but the people who store them become interested in the dealer's store and this means extra business.

Of course, one must have room if he is going into this work, but the basement, a shed at the back of the store, or any place where the goods will not be exposed to the elements, will do admirably.

One firm who have done this for two or three years, last year handled 500 stoves. At a charge of \$5 per stove, this brought in \$2,500. For this \$5 they take the stove down, store it for the summer and set it up again. During the summer, they do over each stove, give it a thorough cleaning and clean and polish all the nickel. If any are found in need of repair, the owner is notified, and, if the repairs are made, the amount is charged against the customer. This is another source of profit.

For cleaning the nickel parts, a buffing machine has been installed. This has since paid for itself in the increased number of stoves handled.

By using tags similar to those here reproduced, a careful tab is kept on each stove. The smaller tag is filled in and put on the stove before it leaves the customer's house, and when the stove reaches the store room a receipt is made out on the larger form and mailed to the customer.

The person who is putting the stove into storage is obliged to state what value is placed on it, and then the firm places insurance to cover this amount.

It is natural that when a cold spell comes in the fall there will be a big rush for stoves. To offset this, the customer should be notified when the stove is being taken away in the spring that three days' notice must be given when it is wanted again in the fall.

Besides the profit on the storage and on the repairs, there is another point in favor of this work. It enables a retailer to see when a stove is almost beyond repair and a new one needed. These prospects can be followed with a personal canvass, with frequently good results.

Dealers who intend going into this work can point out to the customer that it is worth \$5 to have the stove given a thorough over-hauling by experienced men and that the range is out of the way during the hot summer months.

SCHOOL HEATING.

The subject of heating and ventilating the ordinary school building is of vital importance to the heating contractor and manufacturer. Dr. W. A. Evans, a prominent Board of Health expert, treats of this subject as follows:

"The room school generally stands exposed to

the wind. Its walls should be well insulated and its windows well chinked and provided with storm sashes. There should be deadening beneath the floor, because at best the floor will be cold. The temperature of the room must not go above 68 degrees, and the wet bulb must stand as high as 56 degrees. The room must be blown out by opening the doors at least three times during each day, and the children must come from play into a room with a temperature of 60 degrees.

"We will assume that the room is heated by a stove located toward the center. The stove must be jacketed so that air flows between the jacket and the hot iron wall. It must be set close to the floor and be provided with perforations in the jacket to suck in cold air from the floor zone and warm it up. Fresh air should be taken through pipes which lead from underneath the house to the jacket and space around the stove. These ducts should be provided with dampers.

"Outlets provided with dampers should open through the roof or into an unused attic, where there is one. At least one outlet should be around the stovepipe to get the lift of the heat in the pipe as a means of emptying the foul air from the room. If it is necessary

Storage Receipt No. 1599	
Date	_____
Received of	_____
Address	_____
Name and Number of Stove	_____
Style	_____
Shake	Urn
Ash Pan	Base
Foot Bails	Lag
Imperfect Area	Cast Elbow
Poke	Magazine Cover
Memorandum of Repairs Needed: _____	
Storage Fee for Season, \$ _____	
This Stove is Insured for \$ _____, which amount will be paid to you in case of loss by fire.	
NOTICE	
You see by the above what repairs your stove requires. Please order us to put your stove in good repair during the summer months, so you will not be delayed when stove is wanted. Repairs not to be paid for until stove is delivered.	
BRING THIS RECEIPT WHEN STOVE IS WANTED.	
BARRETT HARDWARE CO.	
Per _____	

Storage Receipt made out when Stove reaches store and mailed to customer

BARRETT HARDWARE CO. STORAGE	
Name	No. _____
Stove No.	on TV't _____
Got by	_____
Examined by	_____
Repairs needed:	_____
Repairs and Labor	_____
Repaired by	Date _____
Blackened by	Date _____

Tag placed on Stove before removing it from house

to economize fuel some of the fresh air can be brought in through a tube within or alongside the stovepipe so as to use some of the waste heat of the smoke or to preheat the fresh air.

"In order to moisten the air the upper part of the stove should be occupied by a water pan several feet square. The water must be near the boiling point. Gallons must be evaporated each day—say ten to twenty—enough to keep the humidity over 40.

"To clean the air, cheesecloth filters should be placed in the intake pipes. These consist of two frames arranged like an embroidery frame. Into this frame a fresh piece of cheesecloth can be inserted.

- "The standards for country school ventilation are.
 "Temperature, 68 degrees.
 "Foot zone temperature, 65 degrees.
 "Wet bulb temperature, 56 degrees.
 "Clean air.
 "Clean floor.
 "Air freshened several times a day."

THE CASE FOR HOT-AIR HEATING.

There are but three practical systems of heating based on the indirect method, namely; indirect steam or vapor heating, indirect hot water heating, and warm air furnace heating, says a writer in House and Garden.

Of these systems the warm air furnace system, properly installed, is the most practical system for heating and ventilating 999 of every 1,000 residences.

The indirect steam or vapor or hot water radiation systems have no real advantages over the warm air furnace system for heating and ventilating residences. In fact they have many disadvantages, such as cumbersomeness (occupying as much as 35 per cent. of all the space in the basement), difficulty of operation, extravagant fuel consumption (50 per cent. to 100 per cent. more than good furnace heating), high cost of maintenance and excessive first cost (twice the cost of direct radiation heating), difficulty of humidifying the air.

In contrast to these disadvantages of the indirect radiation system of heating are the decided advantages of the warm air furnace system which occupies from 5 per cent. to 8 per cent. of the space in a basement, is easy to operate, is moderate in fuel consumption (well installed furnaces requires less fuel than is required to heat by the direct radiation system because of the much greater average efficiency of good furnace as compared with standard types of house heating boilers), low in cost of maintenance, durable (good furnaces last from 25 to 40 years), moderate in first cost (a trifle less than cost of direct steam radiation system).

The best heating results in residences are obtained with indirect systems of heating when they are compared with a formal system of ventilation—consisting of vent ducts, vent registers, ventilating shaft, etc.—and it is a curious fact that the superior heating results are obtained without an increase in fuel consumption in the case of the warm air furnace. In residences there is actually a reduction in the fuel consumption when a proper ventilating system is installed with a warm air furnace system of heating, this being due to the fact that the free circulation of air through the rooms makes it unnecessary to force the fire to secure the desired heating results. To the prospective house owner it is of interest to know that the combined first cost of a good warm air furnace heating system, with a formal system of ventilation, does not exceed the cost of a direct hot water radiation system.

DEMONSTRATING STOVE SALESMANSHIP.

At a recent convention of retail hardwaremen in Texas a demonstration was given of a retail hardware merchant selling a stove to a farmer who was on the market for a stove and who had become interested in the catalogue houses. For the purpose the demonstrator borrowed a stove from a local jobber. The farmer, from reading the catalogue and talking to a representative of the catalogue house, was well posted,

and he had a thousand questions to ask. The demonstrator finally succeeded in convincing him that on the same grade of stove he could meet the price of the catalogue house, and sold him the stove.

The demonstrator emphasized the point that it is the most natural thing in the world for people to become interested in the catalogues of the mail order houses, and that it is up to the local dealer to convince his customers that they cannot make anything by patronizing such houses. He said the catalogue houses employed the most intelligent methods of salesmanship that have ever been devised, and that the dealer would do well to give them a thorough study.

Canadian associations might give similar demonstrations.

PAINTED RADIATORS AND HEATING EFFICIENCY

There always has been considerable controversy between stove and heating men as to whether or not painting a radiator will lessen the amount of heat given out by said radiator. This question is a vital one just now in view of the fact that householders at present are house cleaning, painting and generally improving the appearance of their homes. Factory managers, too, are busily engaged at this season in brightening up their plants and the opinion among them on the question is divided. Many of them contend that there is a loss in efficiency through painting.

It is generally believed that there is a great loss in efficiency from painting radiators. We do not agree with this opinion, however, says The Locomotive, and it has long been our custom to require piping and radiators to be painted in colors appropriate to the finish of the rooms in which they are placed. Professor C. L. Norton, of Boston, Mass., made a long series of experiments upon the transmission of heat through and from painted surfaces. His results are highly interesting, and are recorded in the nineteenth volume, (1898) of the Transactions of the American Society of Mechanical Engineers. They have seemingly never attracted the attention they deserve. Taking the amount of heat radiated from a new pipe as 100, Professor Norton obtains the following relative values for the heat radiated, under similar conditions, from pipe treated as indicated:

Loss of Heat at 200 lbs. Pressure from Bar Pipe.

New pipe	100
Fair condition	116
Rusty and black	119
Cleaned with caustic potash, inside and out.	116
Painted dull white	120
Painted glossy white	100.5
Cleaned with potash again	116
Coated with cylinder oil	116
Painted dull black	120
Painted glossy black	101

It appears from the foregoing results that the color of the pipe has little or no effect upon the radiation of heat, though the condition of the surface with respect to glossiness or dullness has quite a sensible influence. Thus a dull surface, whether it be white or black, has a radiative power of 120, and a glossy surface, whether white or black, has a corresponding power of only about 101. These results accord well with our experience, which is to the effect that there is no loss in efficiency through making pipes and radiators harmonize with the general color scheme of the rooms in which they are placed, provided glossy finishes are avoided.

Vacuum Cleaners in the Hardware Store

The experiences of retailers in renting and selling the machines.

The Christie Bros. Co., Ltd., Owen Sound: We do not consider that we have been exceptionally successful in the sale of vacuum cleaners. We have one that we rent for 20 cents per hour, and during the fall and spring months we have a fair demand for it. We have also sold possibly half a dozen in the past year and a half. The rent of the vacuum cleaner as a general thing creates a desire on the part of the user to purchase one when they are acquainted with the method and working and see what a great labor saver it is. We think we have not done as much as might have been done in getting after sales of this kind and therefore think we are not qualified to give methods of creating sales for the vacuum cleaner.

* * * *

Carter Bros., Picton, Ont.: In reply to yours of 24th inst. re selling and renting of vacuum cleaners, would say we have been very successful in that line. In selling them we put them out on trial at a rental of \$1 per day, which is allowed on the purchase price if our customer keeps the machine. This scheme has worked out well with us, for we make money out of it whether our customers buy or not, but they invariably buy.

In regard to renting we charge \$1 per day straight, whether it is used three hours or ten in a day. In letting it out to country customers we let them pass it around. If three neighbors can get their work done in two days with it, they simply pay two day's rent. We have found there is good money in renting vacuum cleaners, as the rent we have received has paid for ours twice over, and the machine is apparently as good as new.

We would not advise any of our fellow hardwaremen to purchase a cheap machine, as from what we have heard of them they are an abomination and nuisance combined. When we decided to sell and rent vacuum cleaners we selected the very best on the market, and have had no cause to regret our choice.

* * * *

I. W. Bennett & Son, Gananoque, Ont.: We have had very satisfactory results from renting vacuum cleaners, more especially the electric machine. Our price is \$2.00 per day or \$1.25 per half day. At these rates we find it profitable, but would consider it did not pay at any lower price, as you have to figure cost of moving and a man's time in instructing the ladies how to operate. We would advise all hardwaremen to put in one or two machines, and are sure that they will not regret doing so. The hardwareman needs all the business he can get, and this means more business for him.

* * * *

G. H. Clark & Co., Niagara Falls, Ont.: We have three hand cleaners and one electric. We rent the hand cleaner at \$1.00 per day of nine hours and the electric at \$2.50 per day.

The first year we put one hand cleaner in for rent, and it was out all the time from the middle of April until late in the summer. The second year we bought two more for rent and had the same result as with the

first. We sold seven hand cleaners that year. Last year we bought the electric, and then the hand cleaners had to take a back seat, but they paid for themselves several times over. The electric just about paid for itself last year. All we had to pay out for repairs was \$7.00 and part of that was for improvements.

We do not advertise very much. When you sell or rent anything to a lady and it proves satisfactory that is the best advertising you can get.

* * * *

An Eastern Ontario firm: We have two "Onward" hand cleaners which we rent out at \$1.00 per day. We deliver the machine and call for it when they are through with it, making two trips for a man with horse and rig. But sometimes a customer only wants it for a half a day or less at half price. When you take the delivery of same from your rental and pay for all breakages and repairs there is not much in it. We much prefer to sell a cleaner to a customer than to rent them.

The renting of vacuum cleaners is like most of the hardware business. The public think it is profit but when we come to pay expenses out of the profits there is very little left for the dealer.

* * * *

Wood, Vallance & Co., Hamilton: We have your letter of the 23rd inst. re vacuum cleaners and in reply would say that outside of one or two sample lots, we have not done anything with the line, and are not making any effort to handle these machines at the present time.

* * * *

Johns & Trelford, Southampton, Ont.: Two years ago we did a first-class trade in renting. Although we did not specialize in cleaners the trade took to them kindly. Since then only a few use the cleaner, as it is too hard to pump, and should be operated by a man, as the steady pumping is too much for women or children. We rent machine for \$1 per day, 50c. for half day.

* * * *

J. B. Carscallen, Dresden, Ont.: Re success of handling vacuum cleaner, would say we have not made many sales, but rent our machine at \$1.00 a day. If our machine goes out of the shop only for a half hour we charge 50 cents, and find it a good paying investment.

* * * *

G. A. Binns, Newmarket: My experience has been that it pays very well to handle, especially for renting purposes, two or three of the best makes of these machines. I have two machines for renting purposes which have paid for themselves twice over in one season. I charge \$1.00 per day, 75 cents for half day, advertise in the reader lines of our local papers, and at this time of year have both machines booked a week ahead.

Another small machine which has paid for itself many times over is a marmalade or orange slicer.

Very few people care to invest \$2.00 to buy a machine to cut up two or three oranges, but will pay 50 cents for the use of one for half a day. Quite a revenue can be derived in this way at a very small outlay.

* * *

Clements & Co., Milton, Ont.: We have now handled vacuum cleaners since 1910 and have had success, not only from sales but from renting, especially. We now have three machines on hand to rent, charging \$1.00 per day or 50 cents half day. There are other machines in town to rent at a lower price, but with a good machine such as we carry we have no

trouble getting our price. We sold two \$25.00 machines last Christmas as presents. Last spring we several times had three machines rented out at the same time. The restricted sale price is a good thing. We have several times noticed that vacuum cleaner firms are not very much in favor of renting, but we find that a little ad. in the local column of our town paper, telling the people that we have vacuum cleaners to rent, pays us.

* * *

Brocklebanks, Limited, Arthur, Ont: In reply to yours of 24th would say we have not made a success of renting vacuum cleaners.

Service as a Factor in Success*

By Herbert H. Welch, of the British America Paint Co., Vancouver

"What makes one store successful, while another is not?"

Probably thousands have asked that question and sought an answer to the problem without obtaining a satisfactory solution.

It is equally true that it would be impossible to lay down any rules whereby all stores could be made successful, still I think it can be summed up in the one word, "Service."

If this is true, one cannot give too much attention to the service his business offers its patrons.

We are all servants, from the boy who sweeps your store out, to the Premier of this great Dominion of ours, and the more efficient the service the greater the reward and success.

Competition is severe these days, but not more so than it has been through all ages of business, and it will continue so to the end of time. Still, rather than resent the right kind of competition, we should welcome it, for, without competition, the incentive to do one's best would be in a large measure removed and the danger of falling into a careless, indolent method would be largely increased, thereby reducing the number of successes, and delaying the great forward movement of business.

Someone has said that "Competition is the life of trade," this does not mean the cut-throat competition we sometimes see, but the friendly rivalry which will spur one on to greater activity and develop a class of trade winners that will be a credit to the community.

This sort of competition is legitimate and will go far toward developing trade and building successful and profitable businesses.

Not only competition needs watching, but what kind of service is your store giving. One cannot afford to be indifferent, or careless on this question, otherwise it will develop into a condition one would not like to consider and perhaps lead to ultimate failure.

The best of service is none too good for your customers, and unless you give them your best they will go to the store where they can get it. It is only the man who serves well that is fit to rule, and the fact that I am speaking to merchants and not clerks, proves that you gentlemen have served well, otherwise you would not have attained your present enviable positions.

It is not only necessary that the proprietor should serve the customer well, but insist on that same service from his clerks, that is essential to the successful

upbuilding of the store and the satisfaction of its customers.

With good service the small store insufficiently stocked will succeed, while poor service will bring failure to the merchant with large stock and good equipment.

A satisfied customer is the best kind of an advertisement and they will be repeaters and bring their friends with them.

Inattention or indifference on the part of clerks is a serious matter to their employers, and it is regrettable that so many bright young men in our stores today, seem to have no higher ambition than to see pay day come, and how little they can do for their employers. There are others who are alert and will not permit a customer to wait, while they discuss the "White Hope" or "the show of last night," but, immediately say or do something to hold them, until they can give them their undivided attention.

Prompt service of this nature will do much to attract favorable attention to the store and should be recognized and encouraged.

Neatness, promptness and courtesy ought to be the animating spirit of the store, both the proprietor and the clerk should realize this.

Encourage your clerks to become salesmen, not mere "handlers out of goods." Anyone can stand behind a counter and wrap up what the customer asks for, but it takes the salesman, when a carpenter comes in for a two-foot rule on Saturday night, to sell him one of that new line of high grade saws, a couple of planes and perhaps half a dozen other useful tools.

Encourage them to use positive suggestion not negative; how is it possible to sell anything further to a man if one suggests "I suppose there will be nothing else, eh?"

The power of suggestion should always be of a positive character, conveying to the customer's mind something that would be useful, or advantageous for him to buy.

By watching the customer one can generally tell the article in which he is likely to be most interested, which, if tactfully displayed will often end in a sale.

Train yourselves, also your salesmen, to know your goods, so that when a customer comes and tells you that he wants to get some lead and oil to paint his house, you are in a position to show him how much more to his advantage it is to buy your ready-mixed paint than lead and oil.

The manufacturer from whom you purchase your

* Address before the Convention of the B.C. Retail Hardware Association.

paints will always co-operate with you and give you every assistance in familiarizing yourself with his line, so that you can demonstrate the fact I've just mentioned to the profit of your customer and yourself.

For instance: At the present price of lead and the way it is being cut by the retail stores here, you would be making something like 10 per cent. on it, while on mixed paint you would make 31 per cent; that extra profit helps towards success besides giving the customer a better article at less cost than if he mixes it himself.

Perhaps I had better explain myself as to how that can be, as to the cost. If he buys the lead and oil that will cost him about 10 cents per gallon of paint less than the cost of the perfectly made article, yet the mixed paint will cover about 20 per cent. more surface than what is made by hand. You perhaps ask how that can be. It is very simple if you only take time to investigate. A very simple test is to paint out hand-made lead and oil paint on a piece of glass, also some of any high grade, pure, ready-mixed paint, looking at both through a magnifying glass, and you will find the hand-mixed paint is largely composed of globules of oil and chunks of unbroken lead, while the factory made paint is a perfect filament, which naturally spreads further and makes a thin impervious covering to the wood.

This result is secured by the aid of heavy machinery which separates every infinitesimal atom of lead from every other one and puts a coating of oil around it, which is an impossibility by hand.

I did not intend to give a talk on paints particularly, but use this illustration to show where one item of profit can be added in your efforts towards success.

Success is attained by "push," not "pull"; get your shoulder under the load and you will find that it is not so hard after all, while if you stand off and pull at it, it will seem doubly heavy. Don't depend on your "pull" with others to bring trade your way, go after it, dig it up, overcome all obstacles, keeping everlastingly at it brings success.

Don't neglect your association, that is one of (not the least) means to use in your progress upwards. Its benefits are incalculable, not only from its efforts to reform the old conditions of price cutting, and enabling all to realize a fair profit on every article sold, but by forming and cementing friendship's that promise to be life long.

You can't meet here month after month without profiting in your business and in your manhood, as in the associating of a lot of strong, active, intelligent business men together, you must both give out and absorb a lot of the best of your manhood.

Don't forget that the individuals can, by making their business as good as possible, help the association.

Two years ago I had the honor of reading a paper before this body. Some of you will remember the good things and prosperity looked forward to at that time; I now feel like saying I told you so, for the hardware trade has never been in a better position than it now is, and it is up to us all to take advantage of the present good times and profit by the prosperity around us.

Vancouver is going to have the biggest year yet, in 1912, and I trust you each will get a good big share of it.

As Addison says:

'Tis not in mortals to command success,

But we'll do more, Sempronius; we'll deserve it.

ENTHUSIASM IN SALESMANSHIP.

Chas. F. Smallpiece, Montreal, tells an interesting story which illustrates the point that enthusiasm is a necessary adjunct to salesmanship. The Taylor-Forbes Company have a very large trade in Montreal and Quebec province in hot water and steam apparatus, and Mr. Smallpiece recently had an opportunity to secure a supply of radiator valves which, in his opinion, were well suited for the requirements of his trade. Securing a stock, the heating salesmen were instructed to push the sale of the valve as a specialty, both to regular customers and to those who usually bought from their house. One salesman took up the proposition with enthusiasm, and by carrying a sample in his pocket succeeded in making many large sales. Other salesmen were content to push the regular lines without bothering much with the specialty, the result being that while their regular average of sales was maintained, very few of the special valves were sold. After being urged, however, to make a drive on the special line in addition to the staple articles, and having the record of the first salesman pointed out to them, the result was that the other salesmen put enthusiasm into their work and also succeeded in disposing of large quantities of the radiator valves.

The moral is clear. A good specialty can be sold and the total of sales greatly increased if energy and enthusiasm is put behind the salesmen's work. Staple lines should not be neglected, but as a merchant's profits largely depend on the quantity of profitable specialties he sells rather than upon the volume of sales of sample articles, every effort should be made to keep salesmen instructed to be constantly on the alert to dispose of such special lines as are in stock in addition to looking after all sales of regular goods.

Don't exact the last farthing from a clerk for the results of his mistake; but on the other hand do not exempt any employe from the results of his carelessness.

THE BATTLE FOR SUPREMACY

Business is warfare. It is a hard, constant fight to the finish. The moment a contestant enters the field of commerce he is challenged by a host of competitors. All his movements are disputed and opposed by those already in possession of the field. He must fight to live. He must conquer to succeed.

So it is that a man of business is like a soldier of the regiment. And like the well-trained soldier who delights in the clamor of battle, the enterprising business man is eager for the struggle of competition. He likes the excitement of contending for supremacy. He delights to overcome those who oppose him and he finds genuine pleasure in outwitting his rivals.

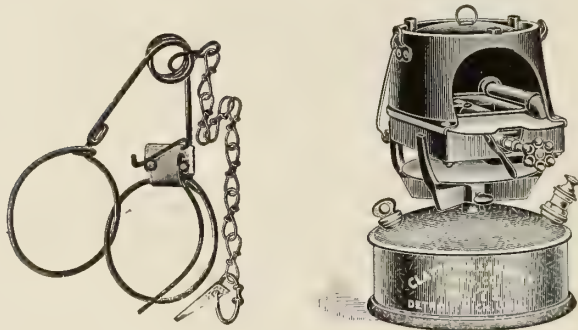
It is this spirit of rivalry that sharpens a man's intellect and spurs on his energy. And unless a man is possessed of this desire to overcome, to surpass, to stand first in his line, he can never hope to carry the day, he will never succeed in the fight.—Walter H. Cottingham.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

F. W. Bird & Son, Hamilton, Ont., manufacturers of B. & S. Wall Board, are having great success with their new line. This product is a specially strong and tough wall board, is more economical than lath and plaster, and makes a substantial attractive siding. It is specially waterproofed on both sides. Being in mission finish, it is particularly adaptable to dining rooms, dens and living rooms. For the kitchen, its waterproof sides make it easy to clean, while for summer residences and bungalows, it gives the finish, comfort and attractiveness of a real house at much less expense, and does away with the delay necessary when plastering and papering. Bird & Son furnish the retailer with attractive window trims, literature and store cards. Samples of the board will be furnished free to all inquiring retailers.

The Oneida "Kill-Um" trap, illustrated herewith, is the new production of the Lititz Department of the **Oneida Community, Limited**. The manufacturers have met the growing and insistent demand for a trap which kills its catch with a very ingeniously constructed ma-



chine made of wire. The trap is light, yet strong, easily set, and very quick of action. An animal, once caught, is powerless to free itself.

This trap may be packed flat in very little space, it is a most desirable article for the fur catcher's outfit.

Clayton & Lambert Manufacturing Co. of Detroit, Mich., manufacturers of gasoline fire pots, torches and braziers, have recently placed on the market two new blue flame fire pots known as their No. 71 and No. 72. They are equipped with a round style of tank which is made of heavy galvanized iron, thoroughly braced, and which contains their patented automatic brass pump. The top section is removable and is so constructed that a pot of lead may be quickly melted and a pair of coppers heated at the same time. The burner is horse-shoe shape giving an intensely hot blue flame burning from each side to the center. It is also equipped with a sub-flame for the generator so the heating flame may be turned low and the burner will keep up generation. This is a convenience and a big saving in fuel. Owing to the superior construction and due to the perfect mixture of gas and air, these fire pots produce the hottest flame of any fire pot made, at the same time saving practically 50 per cent. of the

cost of fuel. No. 71 will easily accommodate 12 lb. coppers, while No. 72 will care for 8 lb. coppers. These fire pots are guaranteed by the manufacturer to work perfectly in any wind or stormy weather. They are both exactly the same style, the only difference being that No. 71, which is the largest size, holds seven pints of gasoline, while No. 72 tank holds five pints. The makers of these fire pots state that they have arranged with the jobbing trade in all large cities to supply any fire pot, torch or brazier of their manufacture at factory price, which saves the user, at least, a part of the cost of transportation. Their catalogue is free and will be sent upon request.

The Horton Manufacturing Co., Bristol, Conn., have turned out a new rod, named the "Baby Grand," on account of its shortness, being only five feet in length. This rod is very light, but has all the backbone and elasticity necessary for the ideal bait-caster. The trimmings are all satin nickel and the double grip cork



handle make it a very handsome rod. The line carries a three year guarantee. The "Bristol" fly casting rod No. 6, the "Bristol" bait rod No. 11, and the "Bristol" adjustable telescopic rod No. 34 are also shown herewith.

The Canada Steel Goods Co., Hamilton, Ont., are introducing a wrought-steel sash lock, with oxidized copper finish. This new lock is handsome in appearance and exceedingly strong.

MAGNETS

That Attract Continued Patronage

The Law of Gravitation is the law of Magnetic force. The earth is a powerful magnet drawing all things unto herself.

Business Building is successful in so far as it develops Magnetic Power. The attracting force of one superior article may prove the magnetic influence that will permeate your whole business.

A shrewd grocer once said: "I keep my custom by selling the best tea in town." There's a point for the shrewd Hardware Man. If the best tea in town keeps custom for the grocer, perhaps the best paint in town will attract and keep custom for you.

The blind man who sells pencils on the street corner could sell as many poor pencils as good pencils, simply because people purchase his goods from sentiment. But sentiment plays no part when a man is about to paint 10,000 feet of costly surface. The fact that you have sold a man hardware for twenty years will not keep him from going to the newcomer if he thinks the newcomer sells better paint than you sell.

Lowe Brothers "High Standard" Liquid Paints are promoted by magnetic advertising, and are backed by magnetic value. The first magnet draws custom—the second magnet keeps custom. A half a century stands behind every can of "High Standard" Paint—a half a century of patient investigation by expert chemists, skilful paintmakers and master painters with the sole object of producing a paint with magnetic virtues—virtues so pronounced that they would never fail to "draw" custom.

Paint is the most vital product on the shelf of the Hardware Store. If it is the best paint in town it is the magnetic influence "Par Excellence." Every Hardware Dealer should investigate and find out by honest comparison which paint is the best paint, or in other words, the paint which "gives best results."

"Before you choose 'One' consider 'All'"
Old Philosophy.



Toronto

Dayton

New York

Boston

Chicago

Kansas City

Lyon-Monkhouse, Limited, 171 James Street, Winnipeg, Man.

ESTABLISHED 1875

THE GLIDDEN VARNISH COMPANY



HIGH GRADE VARNISHES

BRANCHES.

NEW YORK, CHICAGO

 FACTORIES: CLEVELAND AND TORONTO.
 GENERAL OFFICE, CLEVELAND, OHIO.

 CABLE ADDRESS "COPAL CLEVELAND"
 A B C FOURTH AND FIFTH EDITIONS
 LIEBET'S & WESTERN UNION CODES USED

TORONTO, ONT. May 2nd, 1912

Canadian Hardware, Stove & Paint Journal,
 408 McKinnon Building,
 TORONTO

Gentlemen:--

Permit us to take this means of explaining why, for the past few weeks, we have been unable to make better delivery of our products, It is only about eighteen months since we began manufacturing our lines in Canada. Our plant, we believed, would, under ordinary conditions, meet our requirements for two or three years, but in less than six months we found it necessary to enlarge.

Our first improvement was a large Force-Draft Melting Building, then a new Reducing and Filtering Building, this was followed by a new Tank and Storage House. We then bought more land and enlarged our Grinding Department, and have just completed a large building, which we have this week begun using as a stock warehouse and shipping building.

A little over a year ago, we started a heavy campaign of advertising our Green Label Varnishes and Jap-a-lac to the consumer. Last Fall we enlarged our discounts to the dealers and lowered the list price of Jap-a-lac to the public, and while we anticipated that this would make a still greater increase in our business, it grew faster than we did and for the past few weeks we have been unable to make prompt shipments.

We are now occupying all the new building and beginning with this week we will be able to make prompt deliveries of all orders received, and we wish to thank those dealers who were lenient with us during our inability to make better deliveries.

Yours very truly,

(Signed) THE GLIDDEN VARNISH COMPANY,

TORONTO, ONT.

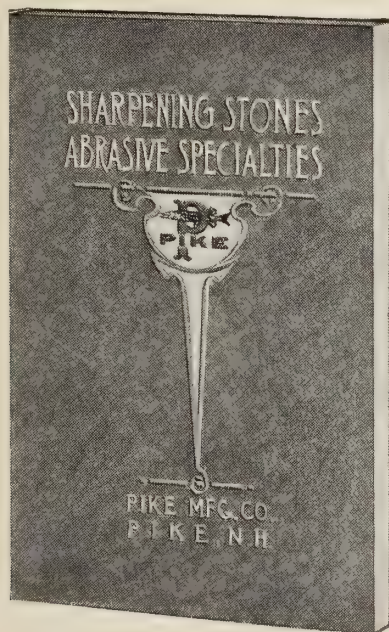
Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The Taylor-Forbes Co., Limited, Guelph, Ont., have issued their 1912 spring catalogue of hand power and horse lawn mowers and lawn rollers. The book has a handsomely embossed cover and contains photos and descriptions of all the well-known "T.-F." makes. Different parts of the machines are illustrated and a key to all the various repairs makes it a book that every retailer should possess.

The McCaffrey File Company, Philadelphia, Penn., is sending out a display card to aid merchants in selling one of its various lines. The card is 10¾ inches long and 8½ inches wide and holds one dozen files. These are held in position by means of an elastic, thus allowing of the easy removal of the article displayed. The eyelet at the top permits of the card being hung up or it can be made to stand on the counter or showcase by means of the bracket on the back.

The Pike Manufacturing Co., Pike, N.H., have just issued catalogue No. 10, and for attractiveness and general get-up, it is one of the best that has reached this office. Outside of its attractiveness it is a very useful periodical and one that every Canadian hardware dealer should have. It is the most complete work on sharpening stones ever gotten out and a stone for every practical use is illustrated or listed.



The handsome cover, illustrated herewith, is prepared in four colors and the half tones illustrating the various stones are all new and printed on high-grade coat paper.

An interesting feature of this book is the complete history and description of the different stones from which the Pike Manufacturing Company's products are made. These descriptions are illustrated with handsome half tones, showing mining operations and other views of the industry.

The Allan Hills Edge Tool Co., Galt, Ont., have issued their catalogue for 1912. The book contains illustrations of the various lines manufactured by the firm, including their bench axes and adze and chopping



axes. Finely coated paper has been used, and as the half-tone illustrations are of the best, the appearance of the publication is excellent. A commendable feature is that only one cut appears on a page and as these are large they show up to excellent advantage. This firm purchases only the best raw materials and have built up an enviable reputation as manufacturers of edge tools of all kinds.



Cut of Fire Pot, used in Howard Furnace, manufactured by the C. Norsworthy Co., Limited, St. Thomas, Ont. This illustration should have accompanied a description of the fire pot which appeared in the last issue of the journal, but it was inadvertently left out.

The Burrow, Stewart & Milne Co., Limited, Hamilton, Ont., have issued a circular illustrating and describing the various lines of scales manufactured by them. This booklet shows their goods, from the small household scale up to the largest platform variety. Copies will be gladly furnished on request.

The **Marble Arms & Manufacturing Co., Gladstone, Mich.**, are distributing their 1912 catalogue in Canadian territory. The 60 lines manufactured by this firm are listed, including the celebrated "Game Getter" gun, sights, pocket screwdrivers, rods and cleaners, auxiliary cartridges, anti-rust rope, nitro-solvent oil, pocket axes, hunting knives, fish gaffs and nippers, etc. The catalogue contains a special section devoted to advertising and selling helps, particularly designed for the retailers; imprinted circulars, catalogues, art hangers, pasters, signs, free newspaper cuts, mail cards, etc., are offered, and all details explained.

The **Wm. Buck Stove Co., Limited, Brantford, Ont.**, manufacturers of the celebrated "Happy Thought" range, have issued to their agents their catalogue containing descriptions of their various lines, together with prices. The book has good suggestions why the housewife should buy the "Happy Thought" and the different styles are illustrated with handsome half-tones.

E. T. Wright & Co., Hamilton, Ont., are mailing to hardware retailers their "Summer Salesman" for 1912, containing prices and general information concerning profitable lines to handle during warm weather.

The **Burrow, Stewart & Milne Co., Limited, Hamilton, Ont.**, have issued their new catalogue which will be mailed on request. When writing ask for No. 72.

SLOW TO TAKE UP NEW LINES.

Caverhill, Learmont & Co., Montreal, are making a specialty of selling manual training benches and are finding an increasing sale for them. J. R. Terrill, special salesman for Caverhill Learmont & Co., in speaking of the line, told of the difficulty in inducing hardwaremen to stock and display the benches. He pointed out that departmental stores are far more willing to take up the new line such as the one in question and to make a window display of it than are hardwaremen to whose trade the article really belongs.

This is too often the case, and, as a rule, the hardwaremen who decline to take on the new lines, are the ones most generous in their criticism of the injury being done to the hardware trade by jobbers and manufacturers selling to departmental stores and mail order houses.

Canadian Trade News

The capital stock of the **Hamilton Lock and Hardware Manufacturing Co., Hamilton, Ont.**, has been increased from \$100,000 to \$200,000.

W. O. LaBelle, who for some time has been a member of the **Kingan Hardware Company, Peterborough**, has severed his connection with that firm and left for **Calgary, Alberta**, where he will act as representative for a large wholesale hardware firm of **Winnipeg, Man.**

It is stated that the **Canadian Lock & Novelty Co.**, capitalized at \$100,000, will erect a factory at **New Westminster, B.C.**

Damage to the amount of \$40,000 was done on April 23rd to the hardware store of **W. B. Dalton & Sons, Princess St., Kingston, Ont.** The blaze originated

among some oil barrels in the cellar and spread quickly all over the building. The loss is covered by insurance.

The **Galt Art Metal Co., Galt, Ont.**, has purchased the business of **C. W. Killer**, manufacturer of automobile metal parts.

D. Cinnamon, Lindsay, Ont., held a demonstration of **Lacqueret** on April 23rd, and on May 2, 3 and 4 will conduct one with **Chi-namel**. "These demonstrations, I consider, a good advertisement and a help to the line of goods shown," said Mr. Cinnamon.

The **W. G. Colville Co., Limited, hardware, Fort William, Ont.**, was burned out on April 23rd. At the time of the fire, the city water mains were turned off for repairs, and as a result two other stores were wiped out. The total loss to stock and buildings is placed at \$132,000, only two-thirds of which is covered by insurance.

C. C. Benjamin, of Indianapolis, Indiana, has put a proposition before the **Swift Current Board of Trade** to establish a factory there for the purpose of manufacturing fence wire and wire nails.

G. L. Griffith, Melbourne, Ont., who had a harness display at the **Guelph convention**, has moved his plant to **Stratford**. The latter city has guaranteed his bonds to the extent of \$5,500.

Mr. Robert Munro, for many years the general manager of the **Canada Paint Co., Montreal**, was in **Toronto** the other day, and during his stay found time to visit the **Lambton Golf Links** for an afternoon's game.

BUSINESS CHANGES.

Ontario.

Woodville.—V. D. McPherson sold to **Good & McEachren**.

Melbourne.—Robt. Thompson sold out.

Mitchell.—F. A. Campbell sold out.

Manitoba.

Napinka.—H. S. DeWitt succeeded by **Wood & Jack**.

Saskatchewan.

Cupar.—Baker & Taylor sold to **Roberts Bros.**

Halbrite.—O. H. Helleckson & Co. sold out.

Creelman.—Wright & Le Berge sold to **M. E. Carruthers**.

Oxbow.—Geo. S. Hames sold to **Crossley & Johnston**.

Creelman.—W. C. Carruthers succeeded by **J. E. Wright**.

Lewan.—Walter F. Collins commencing.

Weldon.—Larsen & Targeson commencing.

Gainsborough.—Wilson's hardware store purchased by **B. Burke**.

Gainsborough.—I. A. Burke succeeds **J. B. Wilson**.

MacNutt.—N. P. Threinen succeeded by — **Wagner**.

Kronau.—Shultz Bros. succeeded by **Snyder & Eberle**.

Watrous.—Watrous Trading Co. sold hardware end to **Robins, Saunders & Robins**.

Alberta.

Manville.—Cecil Frank succeeded by **J. R. Barnes**.

Bawlf.—Paulson Bros. opening store at **Cadogan**.

British Columbia.

Keremeos.—E. M. Crooker sold hardware end to **Ezra Mills**.

QUALITY



PROFIT

ABOVE ALL CONSIDER QUALITY

The dealer who is particular about the quality of the paint he sells places quality above profit every time — he insists that it must be the best that skill and honesty can produce. With him 100% pure must absolutely be 100% pure. That is why he sells

Martin-Senour Paint

100% Pure

Profit Will Take Care of Itself

And that is why he is making more money than he ever

made before. Honest goods give honest service. Honest service gives lasting satisfaction.

Lasting satisfaction goes around telling the neighbors — the business grows and the profits take care of themselves. You can get in the quality class and make more profit too — sell **MARTIN-SENOUR PAINT**. Write today — let us give your business a boost.

THE MARTIN-SENOUR CO., Limited

Pioneers of Pure Paint

MONTREAL

CHICAGO

WINNIPEG

Full Imperial Measure



Not Wine or Short Measure

You cannot lay too much customers get full Imperial

stress on the fact that your measure with every can of

MINERVA

PAINTS AND PAINT SPECIALTIES

The Famous British Brand

But that is not all. "MINERVA" Brand is the essence of high quality, and is backed by an unsullied reputation of 78 years' standing.

Our dealer co-operation and selling helps have created a tremendous demand for the "MINERVA" Paints—the most profitable line for aggressive retailers.

Get Details of our proposition. It will pay you.

Pinchin, Johnson & Co.

(Canada) Limited

Established in England in 1834

377-387 Carlaw Ave., Toronto



K 48

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

Market Situation

The Hardware Markets.

Trade in all lines is on the increase, and it only requires some fine, seasonable weather to give the retailers and wholesalers all they can do to cope with the demand. Although the weather has been backward, some of the jobbing houses have had all they can do to supply the trade, owing to the shortage in help. At this season of the year a great number of young men leave Ontario for the West, and this season the immigration has been greater than ever. This has necessitated the bringing in of new help, and, as experienced men are hard to get, some little trouble is experienced in getting shipments away. The railways are getting goods away in good time, and if wholesalers could and would get their goods into the warehouses as soon as they arrive, it would help things considerably. The backward weather, however, has retarded trade and there is much more stock on hand than is usual at this time of year, and wholesalers are pretty well crowded for space. This may have brought about a slight congestion of freight, but the railroads can hardly be held responsible for this. There seems to be no trouble whatever in handling outward goods as the railways are able to take care of all the business they are offered. Goods usually leave Toronto the same day they are given to the railway, and now that the boats are running, any congestion which may have been felt should be entirely wiped out.

All kinds of seasonable goods, such as lawn mowers, rakes, hose and other garden and lawn tools, are moving rapidly. Sorting orders are coming to hand freely and this shows that the retailers are having a good season. It is expected that this season will see a large business done in lawn mowers. House owners all over the country seem to be improving their property with nice lawns and fencing.

The prices on Olds and Fox spades and shovels have been advanced. Manufacturers complain that for some time past the prices on these lines have been too low and they have been compelled to raise their figures. The discount was formerly 50 and 2½ per cent. off, now it is 45 and 5 per cent., which means an increase of between 7 and 8 per cent.

There has been a general advance in rope and twine, owing to increased cost of manufacture. Hercules sash cord has advanced one cent per pound, and cotton bed cords and cotton rope and twine have gone up.

Screen doors and windows are now moving freely. There has been no change in prices.

Both English and German makers of cutlery keep advising of advance in prices. This is the result of labor troubles, particularly the recent coal strike.

All makers of brass goods, especially those in England, have sent out advice of an advance of 5 per cent.

In spite of alternate cold and moderately warm spells, the movement on baseball, lacrosse and tennis supplies is excellent. Players are of the opinion that each day will see warmer weather and are buying their supplies in order to be ready. There is a particularly good business being done in lawn bowls. This sport seems to be taking on everywhere and from all over the country good orders are coming in.

An indication of the building operations that are

going on all over the province is the business being done in builders' hardware. Trade is brisk and from present indications is certain to keep up. Manufacturers have issued new discounts and these show some little change. American manufacturers have advised an advance of 10 per cent. on all lines of brass and bronze building hardware. This has been brought about by increased cost of raw material. No doubt Canadian makers will follow suit.

Screws have dropped 10 per cent. owing to American competition. The report, however, is to the effect that the fight will not last long as it is thought that new concerns starting in the United States will be glad to fall into line and make prices such as will leave them a decent margin of profit.

* * *

Paints, Oils and Glass.

The demand for paints of all kinds is away ahead of former years and it is expected that this condition of affairs will keep up for the rest of the year. Dealers all over the country are reporting increased sales and everything points to a banner season. Prices in raw materials are increasing generally, with the exception of turpentine.

Linseed oil is advancing steadily and is now quoted at 97 for raw and \$1 for boiled. The market is stiffening and it would not be at all surprising to see further increases. Prices of seed all over the world are away up. Seed in the Canadian Northwest is all bought up. The Argentine seed is also bought up now so that the large operators are in a position to size up the situation better than they were earlier in the season. Whereas earlier there was quite a difference between spot quotations and forward quotations, the difference now is very slight, which is an indication that the price is likely to remain firm for some time to come.

Turpentine is in fair demand and is quoted at 67 cents. Owing to the low price, dealers have been buying more than they would usually at this time of year, and, as a result, stocks in the wholesale houses are rather light. Jobbers have not been buying to any great extent on account of the uncertainty of the market. Conditions seem to point to lower figures.

White lead is still selling at \$7 per cwt. although this price has been held in the face of increased prices in raw materials. There is a feeling of uncertainty and it would not be surprising to see an advance any time within the near future.

Although a little out of season, there is a good demand for putty and glass. The price of glass is going up, and it is the opinion that it will have to go even higher when the present cost of manufacturing is considered.

* * *

Stoves and Furnaces.

Trade in all lines of heating goods is remarkably good for this season of the year. If the weather were a little finer and warmer, it would be even better.

The gas stove trade this season is better than it ever has been. "We are selling at the present time," said one manufacturer, "twice as many gas stoves as we usually do at this season of the year. It has been the largest spring trade in the history of our firm."

There is a moderate demand for coal ranges and heaters, quite up to the standard for this season of the year.

The furnace business is a little quiet. The backward weather has greatly retarded building operations, but



TALKS ON PAINT SELLING

No. 9

It requires two large dry color plants operating constantly at full capacity to take care of this important department of the Sherwin-Williams business.

Our combined annual output amounts to thousands of tons of all colors. This includes large quantities of Paris Green for insecticide purposes.

It has been our effort in the manufacture of dry colors to reach the standard of excellence for which the Old World manufacturers are so justly famed. Much information of inestimable value has been acquired through our London plant and it is not too much to say that the standard of colors now being turned out in each of our

color plants will bear comparison with the best the foreign makers have to offer.

The same grade of colors is used in S-W Paints and Stains as are sold in the dry form. When the question of permanency of color arises, the S-W Agent can confidently assure satisfaction.

THE SHERWIN-WILLIAMS CO.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

Brandram's B. B. Genuine White Lead

Made by the Brandram's process for practically two centuries.

It is the standard White Lead of the world.

By it others are judged.

It combines all the good points of the Old Dutch process, with scientific improvements by which the body and color are perfected.

Anchor Decorators' Pure White Lead

The base of which is made by the Old Dutch process. It is the best White Lead that can be produced by that method.

Next to the Brandram's process of corroding White Lead, there is none equal to the Old Dutch process.

Before placing your order for White Lead, write for prices and full particulars to

THE ONLY WHITE LEAD CORRODERS AND GRINDERS IN CANADA

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

from the amount of new buildings being put up, this season promises to be the biggest in the history of the business. Manufacturers are receiving from their agents in all parts of the country reports that the building being done, or to be done, in their various districts, is away in advance of any former year, so that indications point to large sales for the retailers throughout the province.

Gasoline and oil stoves are moving with greater freedom than in other years. This class of goods has long been feared by housewives on account of the supposed danger from fire and explosions, but these foolish notions are being lost and the sales in this line are increasing steadily.

* * *

House Furnishings.

Marked advances in the price of all kinds of raw materials used in the manufacture of tinware and galvanized ware, has caused a slight increase in the cost of the finished product. It is felt that the advances that have been made are not equal to the increased cost of raw material. The market is very firm and there is a tendency to further increase prices.

Cream cans are now quoted at a discount of 40 per cent. instead of 45 per cent.

Black T pipes are now \$4.50 a dozen, taper pipes \$2.50 a dozen, and galvanized ridge pipes \$9.00 a dozen; all subject to a discount of 40 per cent.

Galvanized oil cans have gone up in price and are now quoted as follows: $\frac{1}{2}$ gal., \$4.35; 1 gal., \$5.50; 2 gal., \$8.50; 3 gal., \$10.50; 5 gal., \$13.50; subject to the regular galvanized ware discount.

Quotations on oblong stove boards are: 18 by 24, \$18.50; 18 by 28, \$19.00; 20 by 28, \$21.00; 24 by 32, \$25.00; 26 by 30, \$25.00; 25 by 36, \$26.50; 26 by 34, \$26.50; 26 by 38, \$28.50; 28 by 36, \$28.50; 28 by 41, \$37.50; 28 by 44, \$40.00; 30 by 48, \$50.00.

Black and tinned kettle ears have advanced slightly. Refrigerators are moving freely.

* * *

Metals Firm and Scarce.

The large consumption of all kinds of metals keeps up and stocks are becoming less and less every day. Unless something happens real soon, the situation is going to become serious. It is certain that the demand will keep up. The scarcity is causing an upward trend in prices all along the line.

No business is being done in spelter. Inquiries are being received, but there is none on hand to fill orders. Neither is there any in sight. Jobbers are offering to buy back at greatly increased prices the stocks they sold some time ago.

Lead remains firm, with a good demand. There is a tendency to higher prices, which may come at any time.

Pig iron is in steady demand and the market is showing decided firmness. There is no change in prices.

The tin syndicate is getting in its work on the primary markets and prices have taken a jump. Naturally values here have followed suit and 50 cents is the prevailing price. Indications are that high prices will continue to rule and may go even higher.

A good general trade is being done in copper, although buyers are not purchasing in very large quantities. The high price is creating a feeling of uncertainty and buyers are canny.

SECRET OF SUCCESSFUL SALESMANSHIP.

By Henry M. Hyde

One day in the late '80's a man who was selling cash-registers in an Ohio territory hired a new office boy. He was a small, thin, quiet little boy with a pair of big brown eyes. At first glance one was reminded of a scared white rabbit. But presently the boy smiled and the smile somehow made it clear that the boy wasn't scared at all, but was simply very curious and very anxious to find out about things. After he had been on the job with eyes and ears both wide open for about six months, the boss went out on the road one Monday morning, leaving the boy alone in the office to answer telephone calls and forward the mail.

On the following Saturday the salesman got back home. "Well, Hugh," he asked, "did you have any callers?"

"Mr. Flanders called yesterday afternoon."

The salesman ripped out an oath. "I've been trying to get that old stiff to call at the office for a year," he snapped. "And now I've lost a chance to sell him a machine. Well, anyhow," the salesman consoled himself, "he's a pretty cheap man. He wouldn't have bought anything but the cheapest and he'd have stuck out for an extra ten off."

"Well," the office boy stammered, "I sold Mr. Flanders a machine."

"You what?"

"I sold him a \$300 machine and he paid cash down for it."

The startled salesman showed his appreciation by raising the office boy's salary from \$5 to \$7 a week. Just thirteen years later the office boy—whose name is Hugh Chalmers—was vice-president and general manager of the whole cash-register business and his salary was \$72,000 a year. To-day he is the head and majority owner of one of the half-dozen largest automobile factories in the country, which this year will do a business of \$12,000,000.

He is still rather small, thin, quiet and smiling, with the same eager, questioning look in a pair of brown eyes that have never grown in the least tired. Also he is still on the smiling side of forty years.

The ideal business man is the chap who goes to his work every morning in the same frame of mind in which a twelve-year-old boy starts a championship baseball game with the team from the next block. He'd rather play ball than eat; he's bound to win if it's humanly possible; he watches every move the other fellows make with the eye of a suspicious hawk, and he puts every energy of mind, lungs and good right arm into the matter on hand. Also, in every ball team, there is one fellow who is more or less looked up to by the rest. He may not be the heaviest batter or the swiftest base-runner of the lot, but all the gang know that he is master of the fine points of the game and that he may be trusted to give everybody a square deal. Before the end of the season he is likely to be elected captain over more showy players.

TRANSFERRED TO WINNIPEG.

E. Jonhnot, who for several years has been in charge of the sales of Dominion ammunition in Ontario and Quebec, has been transferred to Winnipeg, and will, in future, manage the Dominion Cartridge Company's branch in that western jobbing centre.

Experience Proves "QUEEN'S HEAD"



Galvanized Iron
to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited A. C. LESLIE & Co., Limited
Makers MONTREAL
Bristol, Newport Managers Canadian Branch

BRONZITE THE PERMANENT GREEN

Bronzite is a permant green whose base is the ore of kolonite. It is different from all other greens in that it may be depended upon to withstand, for an indefinite time, the action of sun and water. Try it on some work that calls for the best you can get and you will admit that our claim is true. Six beautiful shades in 1, 2, 3, 5, 12½ and 25 lb. tins. Write for color card and prices. Prices are lower than any other green.

SANDERSON PEARCY & CO.
61-63-65 Adelaide St. West Limited
TORONTO

Nine Men in Every Ten Want This - -

Most compact, practical and reliable combined shotgun and rifle on earth—really three guns in one, and at the price of a good revolver. Yet not a toy nor a makeshift—carried and praised by thousands of sportsmen and guides. Red-blooded men will covet it as soon as they see it—and your profit is good.

You Can't Help Selling MARBLE'S Game Getter Gun

Ask for
Catalog of
Marble's
60 Outing
Specialties.

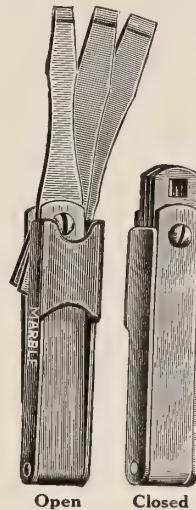
Something That Sells on Sight

A counter seller that needs no talk to show how handy and compact it is—put a display easel on your counter and watch it empty itself—to your profit.

MARBLE'S Three handy long
POCKET blades—lock open
SCREWDRIVER separately.
Guaranteed.

No. 245, size ; open 4½ in., closed 3 in., \$0.50. No. 246, size ; open 5½ in., closed 3½ in., \$0.50.

Demand for these screwdrivers has been immense *without advertising*. Now we are advertising them—and you can sell them in big lots. Send for samples on approval and our special offer to Dealers and Jobbers.



Open

Closed

Write to

Marble Arms & Mfg. Co.

515 Delta Ave., Gladstone, Mich.

T HREE TIMES AS MUCH PROFIT

Our M-L FLAT WALL COLORS are the newest addition to the M-L Line. Carry them and you can sell paint for the plaster work in a house as well as the woodwork. Instead of selling only floor and wainscoting paint, include FLAT WALL COLORS. You immediately have all the ordinary market needs of a house, and more, at your command.

Dainty art shades drying flat and clean, without brush marks. May be cleaned with soap and water—will not spot—lie evenly. Write to-day for cards and our book, "The Wall beautiful and Hygienic."

Imperial Varnish and Color Co.

6-24 Morse Street, Toronto Limited

Winnipeg
108 Princess Street

Vancouver
365 Water Street

PREVAILING MARKET PRICES.

Toronto, May 2nd, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
timony, per lb.	0 08
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
opper ingots, casting. . .	0 16½
Sheets, plain, 14 oz. base	0 22
Sheets, tinned, 14 oz. base	0 24
Sheets, plished, 14 oz. .	0 28
base	0 23
Sheets, braziers	0 23
Bars, round ½ to 2 in. .	0 21

Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, To-	2 85
ronto	
All bright, 52 sheets. .	3 85
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	5 50
24 gauge, per square	4 50
26 gauge, per square	3 50
28 gauge, per square	3 30
Ivanized Sheets. Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00

Case lots 25 cents less.	
Apollo brand	3 70
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English) .	3 95
10% oz., equal to 28 Eng. 4	25

on Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel 2	15
Iron finished steel, 2 15	25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18	25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50

Lead, Canadian pig	4 25
Imported pig, 100 lb.	4 50
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft. 5	00
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb.,	
24½	26½

Spelter, foreign, per 100 lb. 6	75
Sheet Zinc	8 50

Tin, ingots, 100 lb.	47 00
Tin Plates, charcoal—	

M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Ret-	
inned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard	
Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 35
72x30 up to 26 gauge,	
case lots	7 85

Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire lb. 1½	
Light copper bottoms	09¾
Heavy red brass	10¾
Heavy yellow brass	08¾
Light brass	06½
Tea lead	02½
Heavy lead	02¾
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap.	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Earn Paint, barrel lots—	
Gallon tins	1 00

Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue	
Stone)	0 06
Litharge, ground	0 5½
Litharge, flaked	0 06
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 12
Chrome, yellow, pure ..	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green,	
pure	0 15
Marine black, 25 lb. irons	
0 19	
Signwriters' black, pure. .	0 6½
Glue, in sheets.	0 10
1 lb. packages (Brantford)	
0 25	

Petroleum—	
Can. Prime white, gal. 0	12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½

Putty—	
1st.	2nd.
Bulk in casks	2 35
Bulk 100 lb. drums. .	2 70
Bladders in barrels. .	2 90

Ready Mixed Paints—	
Per gallon, qt. tins. 1 65	
2 00	

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	5 00
Genuine, 100 lb. kegs,	
per cwt.	5 50

Shingle Stains—	
In 5-gallon buckets.	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 69
Linseed Oil, single barrel,	
raw	0 92
Linseed Oil, single barrel,	
boiled	0 95
Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints., per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons.	6 90
Canadian pure. ton lots. .	6 75

White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 09

(in in.)

0 69

Window Glass—			
United Inches	Star	D.D.	
Under 26	4 25	6 25	
26 to 40	4 65	6 75	
41 to 50	5 10	7 50	
51 to 60	5 35	8 50	
61 to 70	5 75	9 75	
71 to 80	6 25	11 00	
81 to 85	7 00	12 50	
86 to 90		15 00	
91 to 95		17 50	
96 to 100		20 50	
Toronto, 25 p.c.			

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. .	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05%
Chain—Proof coil, per 100 lb. ¼	
in., \$6.00; 5-16 in., \$4.85; ¾	
in., \$4.25; 7-16 in., \$4.00; 1½	
in., \$3.75; 9-16 in., \$3.70; ¾	
in., \$3.65; ¾ in., \$3.60; ¾ in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	

Forges—	
Blacksmith's portable, 135	
lbs.,	9 85

Horse Nails—	
\$2.80 per box base No. 9 and	
larger.	

Horseshoes—Iron, light & me-	
dium, No. 1 and smaller, \$3.75;	
No. 2 and larger, \$3.50; snow	
pattern, No. 1 and smaller,	
\$4.00; No. 2 and larger, \$3.75;	
"N.L." new light steel, No. 1 and	
smaller, \$4.10; No. 2 and larger,	
\$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.25;	
special countersunk steel, No.	
0 to 4, \$5.50 pkg; toe-weight,	
all sizes, \$6.00.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base	2 20
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.85.	

Annealed Wire, base \$2.35.	
-----------------------------	--

Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per	
100 ft.,	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—2-in. mesh, 19	
w.g., 60 and 2½ p.c.	
Smooth Steel Wire—base, \$2.35.	

Wire Fencing, car lots—Toronto.	
Galvanized, barb	2 25
Galvanized, plain twist ..	2 60

Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	

Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—	
Galvanized	2 85
Plain	2 60

Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 3	55
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

GENERAL HARDWARE.

Adzes — Carpenters', per	
doz.	12 50
14 00	

Axes — Single bit,	
per doz.	6 00
9 00	

Double bit, per	
doz.	10 00
12 00	

Bench axes	6 75
10 00	
Broad axes	22 75
25 00	

Hunters' axes ..	5 00
6 00	
'Boys' axes	5 75
6 50	

Lathing hatchets 4	70
10 00	
Shingle hatchets. 1	45
6 75	

Claw hatchets ..	1 70
5 00	
Barrel hatchets ..	5 50
6 85	

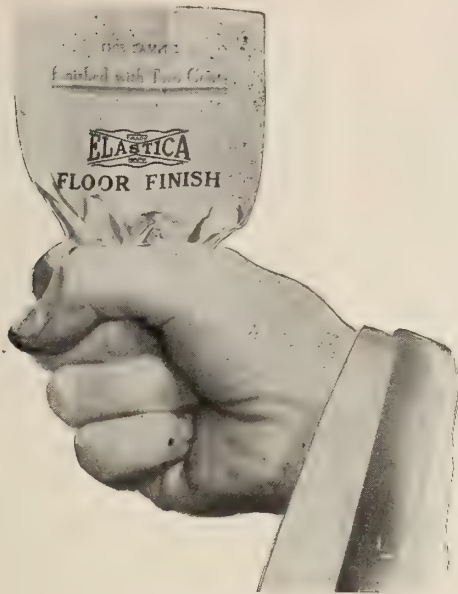
Ammunition—"Dominion" Rim Fire	
Cartridges and C.B. caps, 50, 10	
& 2½ p.c.; B.B. caps, 50, 10	
and 2½ p.c.; Centre Fire Pistol	
Cartridges, 25 and 2½ p.c.;	
Centre Fire Sporting and Mili-	
tary Cartridges, 10 and 10 p.c.;	
Primers, 10 and 2½ p.c.; Brass	
Shot Shells, 45 and 12½ p.c.;	
Shot Cartridges, discount same	
as ball cartridges.	
"Crown" Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 35	
p.c.	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs., 25 per	
cent; net extras as follows: Chil-	
led, 40c.; buck and seal, 80c.;	
No. 28 ball, \$1.20, per 100 lbs.;	
bags less than 25 lbs., ½c. per	
lb. Add freight to Toronto 15	
cents 100 lbs.	

Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 47½; Gil-	
mour's auger, 60; Rockford's	
auger, 50 and 10; Gilmour's car,	
47½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	

Barn Door Hangers—	
Double strap hangers, doz.	
sets	6 50

Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's

**A Test
That Will
Convince
YOU!**



May we send you a sheet of paper
coated with the celebrated

ELASTICA
TRADE MARK

Floor Finish

By a few simple experiments you can prove to
your own satisfaction just how good it is.

Roll it in a ball, crush it, stamp on it, wet it,
and you will notice the varnish has neither
cracked nor turned white.

Is not such a finish a line of sterling merit it
will pay you to feature?

International Varnishes have been supreme in
quality for over 40 years, and each can con-
tains full Imperial Measure, not wine or short
measure.

Write for details of our proposition.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO WINNIPEG

Canadian Factory of Standard Varnish Works

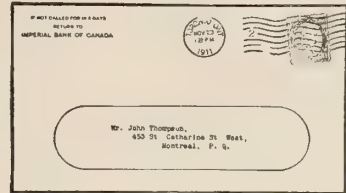
New York Chicago London Berlin
Brussels Melbourne

*Largest in the world and first to establish definite
standards of quality*

K 47

4

- 1—Statements
- 2—Invoices
- 3—Circular Letters



A Fourth Use for Window Envelope

REGULAR CORRESPONDENCE is being more
and more generally mailed under cover of the
B-E WINDOW ENVELOPE. For three good
reasons: So that circular letters cannot be dis-
tinguished from regular letters; to save time and
money now spent in addressing ordinary envelopes;
and, most important, for SAFETY. ¶There is not a
business man of any lengthy experience in Canada who
has not had some deal collapse through a clerk's mix-
ing of envelopes in the hurry of a late mail. ¶It is so
easy for the office boy to put Brown's letter in Smith's
envelope. And it's so difficult to straighten the mix-
up and keep the business and friendship endangered
by so human an error. ¶Moral: Use the B-E WIN-
DOW ENVELOPE—saves trouble, time and money.

Send for samples and prices of this new
Envelope. We will see you are supplied,
either through regular dealer or direct.

BARBER-ELLIS, Limited
62 Wellington St. W. - - Toronto

GRAY'S SCHOOL

of

Sheet Metal Pattern Drafting

A course in this school of Sheet Metal
Pattern Drafting will enable you to
detail and develop anything in the
sheet metal line. All problems are
taught by the short quick methods
same as required in a modern sheet
metal works.

Write for full information and sample
drawings, also a list of the 125 school
plates.

Enclose four cents in stamps to cover
postage.

GRAY'S SCHOOL

3537 Third Avenue

New York City

Bells —Door bells, push and turn, 45 and 10 p.c.		Hammers —Tack, iron, doz. 0 35		Cotton clothes line , 27½ off.		and 10; cheese box tacks, 87½;	
Cow bells, 65 p.c.		Ladies claw, handled, doz. 0 60		Bag, Russian twine, per lb. 0 27		trunk tacks, 80 and 20; straw-	
Sleigh bells, shaft and hames, pair, 22c. up.		Adze eye nail hammer, 10 oz., doz. 1 25		Wrapping, cotton, 3-ply twine 0 26		berry box tacks, 80 and 10.	
Sleigh bells, body straps, each, \$1.15 up.		Adze eye, hickory handle, 1 lb., doz. 6 25		Wrapping, cotton 4-ply twine 0 30		Thermometers —Tin case and dairy, 75 to 75 and 10 p.c.	
Farm bells, No. 1, \$1.65.		Adze eye, straight claw, 1 lb., doz. 7 00		Mattress twine, per lb. 0 45		Tinners' Snips —35 per cent.	
Building Paper, Etc.		Farriers hammers, 10 oz., doz. 5 60		Staging twine, per lb. 0 35		Tinners' Trimmings —45 per cent	
Tarred slater's paper, per roll. 0 70		Tinners setting, ½ lb., doz. 4 50		Rivets and Burrs —Iron Rivets, black and tinned, 60, 10 and 10.		Plain and retinned, 75 and 12½.	
O.K. paper, No. 1, per roll 0 75		Machinists, ½ lb., doz. 3 20		Iron Burrs, 60 and 10 and 10 per cent.		Traps (steel game) —Newhouse, 30 per cent.	
Plain Fibre, No. 1, per 400 ft. roll 0 45		Sledge, Canadian, 5 lbs. and over 0 06		Copper Rivets, usual proportion burrs, 35 and 12½ per cent.		Hawley & Norton, 40, 10 and 5 per cent.	
Tarred Fibre, No. 1, per 400 ft. roll 0 55		Sledge, Masons, 5 lbs. and over 0 08		Copper Burrs only, 22½ p.c.		Victor, 60 and 5 per cent.	
Tarred Fibre Cyclone, 25 lb., per roll 0 55		Sledge, Napping, up to 2 lbs. 0 09		Rivet Sets —Canadian, 35 to 37½ per cent.		Oneida Jump (Star), 50, 10, and 5 per cent.	
Dry Cyclone, 15 lbs. 0 45		Harvest Tools , 50 and 5 p.c.—		Sad Irons —Mrs. Potts, No. 55, polished, per set 0 85		Wheelbarrows —	
Plain Surprise, per roll. 0 40		Sidewalk and stable scrapers, net, \$2.25.		Mrs. Potts, No. 50, nickle-plated, per set. 0 95		Navy, steel wheel, dozen 21 20	
Resin sized Fibre, per roll 0 40		Wood hay rakes, 40 and 10 per cent.		Mrs. Potts, handles, japanned, per gross 8 40		Garden, steel wheel, doz. 32 40	
Asbestos building paper, per 100 lbs. 4 00		Samson, best quality, 50 per cent.		Common, plain 4 25		Wrought Iron Washers —Canadian, 50 per cent.	
Heavy straw, plain & tarred, per ton 37 00		Lawn rakes, net.		Common, plated 5 50		Wire Cloth —Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft.; in 50-ft. rolls, \$1.70 per 100 sq. ft.	
Carpet Felt, per 100 lbs. 2 50		Hinges —Blind, 50 per cent.		Asbestos, per set 1 50		Wire Door Mats —16 x 24, doz., \$9.00.	
Tarred wool roofing felt, per 100 lb. 1 80		Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25.		Sand and Emery Paper , 35 p.c.		HOUSEFURNISHINGS.	
Pitch, Boston or Sydney, per 100 lbs. 0 70		Light T and strap, 65 p.c.		Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25		Stoves and Ranges —	
Pitch, Scotch, per 100 lbs. 0 65		Screw hook and hinge, \$3.50, \$4.50.		Sectional, ½ lb. each, per 100 lbs. 2 40		Gas ranges, 50 per cent.	
Heavy Fibre, 32 & 60, per 100 lbs. 3 00		Chest hinges and hinge hasps, 65 p.c.		Solid, 3 to 30 lbs. 1 65		Stoves and ranges, 50 and 5 per cent.	
2 ply Ready Roofing, per square 0 70		Hinges (Spring) —Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10.		Sash Cord —No. 8, per lb. 0 31½		Furnaces, 45 per cent.	
3 ply Ready Roofing, per square 0 95		Hooks —Bright wire screw eyes, 60 p.c.		Screws —Wood, F.H., bright and steel 85 15 and 10		Registers, 70 and 10 per cent	
2 ply complete, per roll. 1 15		Bright steel gate hooks and staples, 40 p.c.		Wood, R.H., bright 80 15 and 10		Range Boilers —30-gallon, Standard, \$4.75; extra heavy, \$7.00.	
3 ply complete, per roll. 1 35		Iron screw hooks, 60 and 20 p.c.		Wood, F.H., brass .75 15 and 10		Kitchen Sinks —Cast iron, 16x24, \$1; 18x30, \$1.15; 18x36, \$1.95.	
Liquid Roofing Cement, bris. per gal. 0 15		Iron gate hooks and eyes, 60 and 20 p.c.		Wood, F.H., bronze 70 15 and 10		Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36, \$. 5	
Liquid Roofing Cement, tins 0 20		Crescent hat and coat wire, 60 per cent.		Wood, R.H., bronze 65 15 and 10		Enameled Ware —White ware, 75 per cent.	
Crude Coal Tar, per barrel 3 50		Stove pipe eyes, kitchen and square hooks, 60 p.c.		Drive screws 85 15 and 10		London and Princess, 50 per cent.	
Refined Coal Tar, tins, per doz. 1 25		Ladders —3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.		Set, case hardened. 60		Canada, Diamond, Premier, 50 and 10 p.c.	
Refined Coal Tar, per barrel 4 50		Extension ladders, 15c. per foot up.		Square cap 50 and 05		Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent	
Shingle varnish, per barrel 4 50		Lanterns —No. 2 or 4 Plain Cold Blast, per doz. \$6.75.		Hexagon cap 45		Premier steel ware, 60 and 10p.c.	
Caps, per lb. 0 06		Lift Tabular and Hingle Plain, per doz., \$5.00.		Bench, wood, per doz., \$5.00.		Star decorated steel and white, 25 per cent.	
Nails, per lb. 0 05		Japanning, 50c. per dozen extra.		Bench, iron, per doz., \$4.25.		Hollow ware, tinned cast, 50 per cent. off.	
Mop, cotton, per lb. 0 15		Prism globes, per dozen, \$1.20.		Screws (Machine) —		Enamelled street signs, 40 per cent.	
Butts —Plated, bower barff & nickel, 45 p.c.		Lamp wick, 50 per cent.		Flat head, iron and brass, 35 per cent.		Copper Ware —Copper boilers, kettles, 50 p.c.	
Wrought brass, 45 p.c. off revised list.		Lawn Hose —Competition grade, 70 and 5.		Fillister head, iron, 30; brass, 25 per cent.		Copper tea and coffee pots, 45 per cent.	
Cast iron loose pin, 60 p.c.		Locks and Keys —Canadian 50 and 19 per cent.		Shovels and Spades —		Copper pitts, 40 per cent.	
Wrought steel fast joint and loose pin, 70 p.c.		Mallets —Tinsmith', 2½ x 5½ in., per doz. 1 25		Canadian, No. 1 and 2 grade, 60 and 2½ p.c.		Galvanized Ware —Dufferin pattern pails, 50 per cent.	
Cement —Portland, bags per bbl. 1 55 1 65		Carpenters', round hickory, 6 in. 1 95		No. 3 and 4 grade, 50 and 2½ per cent.		Flaring pattern, 50 per cent.	
Cold Chisels , 5 x 6 in., doz. 2 20		Lignum Vitae, round, 5 inch 2 40		Soldering Irons —		Galvanized washtubs, 45 p.c.	
Bevel edge, 1 inch, doz. 2 50		Caulking, No. 8, oak 15 00		Base, per lb., 28 cents.		Pieced Ware , 35 per cent.—	
Conductor Pipe —		Mattocks —6 lb., 18 inch, \$6 doz.		Sap Spouts —		Copper bottom tea kettles and boilers, 35 p.c.	
2 inch, in 10 ft. lengths. 3 80		Picks, 6 to 7 lb., 4.65 doz.		Bronzed Iron with hooks, per 1,000 7 50		Coal hods, 40 per cent.	
3 " " " 4 00		Pick handles, \$1.85 dozen.		Eureka tinned steel, hooks, per 1,000 8 00		Boiler and tea kettle pitts, 40 per cent.	
4 " " " 5 28		Prospectors' hammers, 16½ cents per lb.		Staples —		Stamped Ware —Plain, 75 and 12½ per cent.	
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Single sets, each 1 80		Malleable, 75 p.c.		7 inch, per 100 lengths. 8 18		Dowsell 52 50	
Double sets, each 3 25		Planes —Wood bench, Canadian, 40, American, 25 p.c.		Nestable, 40 per cent.		New Century, Style A. 101 25	
Unbreakable rail, 100 feet 5 00		Rope and Twine —		5 and 6-inch elbows, per doz. 1 22		Ideal Power 180 00	
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Carpenters' 6 inch, doz. 5 25		Pure Manila rope 0 10½		Timbles, 70 p.c.		Stephenson 74 00	
Holding handles, 8 in., doz. 1 80		"British" Manila 0 08½		Carpet tacks —blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45		Puritan Motor 165 00	
Escutcheon Pins —Steel, discount 50 per cent. Brass, 55 per cent.		Cotton, 3-16 inch and larger 0 24		Staples —		Connor, improved 52 50	
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8 in. in 100 ft. lengths. 2 90		Jute 0 09		Bed, 100 lbs. No. 14 6 75		Connor Ball Bearing 112 50	
10 " " " 3 15		Lath Yarn, single 0 08		Blind, per lb. 0 12		Washer 180 00	
12 " " " 3 68		Lath Yarn, double 0 08½		Coopers' staples, 45 per cent.		Wringers —	
15 " " " 5 25		Sisal bed cord, 48 feet, per doz. 0 65		Bright spear point, 75 per cent.		Royal Canadian, 11 in., doz. 47 75	
Factory Milk Cans —		Sisal bed cord, 60 feet, per doz. 0 80		Soldering Irons —		Eze, 10 in., per doz. 46 75	
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Creamery trimmings, 75 and 12½ p.c.				Eureka tinned steel, hooks, per 1,000 8 00		Ottawa, 3 year, 11 inch. 58 25	
Files and Rasps —				Staples —		Favorite, 5 year, 11 inch. 61 75	
Diston's, Great Western American, Kearney & Foot, Arcade, J. Barton Smith, Eagle, McClellan, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 66 23; Jowett's (English list), 27½.				Foultry netting, 100 lbs. 5 70		20 per cent.	



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Here you have a line of paints and varnishes which have been on the Canadian market nearly 50 years. Any line of Products which can withstand the onslaughts of keen competition for such time, and come out stronger and more popular (with dealer and consumer alike) than ever before, must have some impressive features connected with it to make this possible.

Are you a Canada Paint Dealer?

If so, you know the attractions.

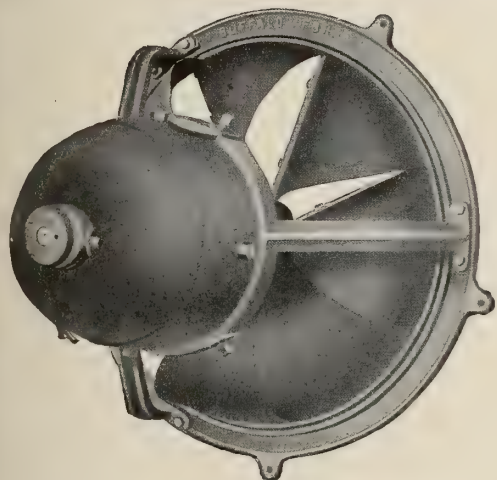
If not, write us, and if we are not already represented in your locality, we shall be pleased to explain things.

THE CANADA PAINT CO., LIMITED

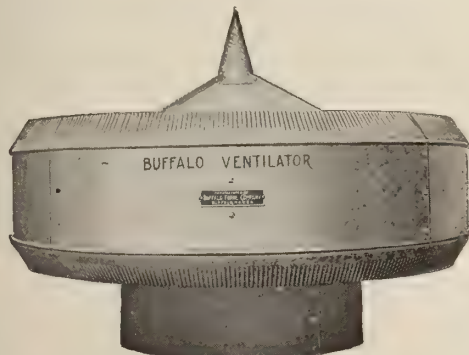
MONTREAL

TORONTO

WINNIPEG



Electric Propeller, Fan Type. Also made with Pulley.



"Buffalo" Ventilators.

"Buffalo" Disk Wheels and Ventilators

MADE IN CANADA : : SEND US YOUR RUSH ORDER

A Buffalo Disk Wheel is ten times more efficient in cooling and ventilating a room or shop than the ordinary electric desk or ceiling fan. The latter only stirs up and "churns" the air, while the Disk Wheel **removes** foul, overheated air, which is instantly replaced by cooler, fresher air from the outside. Thus a small 18 inch Disk Wheel will **remove 2200 cubic feet of air per minute** using only 1-10 H.P. All sizes, electric and pulley driven, in stock.

The Buffalo Ventilator is built on common sense principles. It is wind and storm proof, yet affords escape for the maximum amount of overheated air. All styles and sizes.

Ask for booklet No. 128

Canadian Buffalo Forge Company, Limited
Montreal

ROOFING (Metal).

Galt Art Metal Co., Galt.
Metallic Roofing Co., Toronto.
Metal Shingle & Siding Co., Preston.

ROOFING (Prepared).

Brantford Roofing Co., Brantford.
Canadian Supply Co., Toronto.
Dominion Roofing Co., Toronto.
H. S. Howland, Sons & Co., Toronto.
Canadian H. W. Johns-Manville Co., Toronto.

REFRIGERATORS AND ICE CHESTS.

Thos. Davidson Mfg. Co., Montreal.
Lewis Bros., Ltd., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Jas. Smart Mfg. Co., Brockville.

RUBBER GOODS.

Gutta Percha & Rubber Mfg. Co., Toronto.

RULES AND TAPES.

Lufkin Rule Co. of Canada, Windsor.
Stanley Rule & Level Co., New Britain, Conn.

SAD IRONS.

Dover Mfg. Co., Canal Dover, Ohio.
McClary Mfg. Co., London.
Taylor Forbes Co., Guelph.

SAFES.

Goldie-McCulloch Co., Galt.

SAWS.

E. C. Atkins & Co., Hamilton.

SCALES.

Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.

B. Greening Wire Mfg. Co., Hamilton.

SCREWS.

Steel Co. of Canada, Hamilton.

SHEARS.

Canadian Buffalo Forge Co., Montreal.
J. Wiss & Sons, Newark, N. J.

SHOVELS AND SPADES.

Lundy Shovel & Tool Co., Peterboro.
Canadian Shovel & Tool Co., Hamilton.
Erie Iron Works, St. Thomas.

SILVERWARE.

Oneida Community, Ltd., Niagara Falls, Ont.
Toronto Silver Plate Co., Toronto.

SHEET METALS.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SPORTING GOODS.

A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Marble Arms Mfg. Co., Gladstone, Mich.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPRINGS AND AXLES.

Guelph Spring & Axle Co., Guelph.

STEEL TROUGHS.

Erie Iron Works, St. Thomas.

STORE EQUIPMENT.

S. G. Bowser & Co., Toronto.
Walker Bin & Store Fixture Co., Berlin.
National Equipment Co., Toronto.

STOVES AND RANGES.

D. J. Barker & Co., Picton.
Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.
Canadian Heating & Ventilating Co., Owen Sound.
Thos. Davidson Mfg. Co., Montreal.
Doherty Mfg. Co., Sarnia.
Down Draft Furnace Co., Galt.
Enterprise Foundry Co., Sackville, N. B.

Findlay Bros., Carleton Place.
Gurney Foundry Co., Toronto.
Hall-Zryd Foundry Co., Hespeler.
Hamilton Stove & Heater Co., Hamilton.
McClary Mfg. Co., London.
Moffat Stove Co., Weston.
D. Moore Co., Hamilton.
Specialties Mfg. Co., Grimsby.
Jas. Smart Mfg. Co., Brockville.
Jas. Stewart Mfg. Co., Woodstock.
Supreme Heating Co., Welland.

STOVE CEMENT.

G. L. Sterne & Son, Brantford.

TACKS.

U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
B. & S. H. Thompson, Montreal.
U. S. Steel Products Export Co., Montreal.

TOOL GRINDERS.**TOOLS (Mechanics).**

Allan Hills Edge Tool Co., Galt.
North Bros., Philadelphia, Pa.
Pike Mfg. Co., Pike, N. H.
Taylor Forbes Co., Guelph.

TRAPS.

Oneida Community, Ltd., Niagara Falls, Ont.

TURPENTINE.

Turpentine Producers Agency, Toronto.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.
Pollock Mfg. Co., Berlin.

VALVES.

Jas. Morrison Brass Mfg. Co., Toronto.
Penberthy Injector Co., Windsor.

VENTILATORS.

Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.
Cummer Dowsell, Ltd., Hamilton.
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.

WATER SERVICE SYSTEMS.

National Equipment Co., Toronto.

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

Bond Hdwe. Co., Guelph.
H. S. Howland, Sons & Co., Toronto.
Kennedy Hdwe. Co., Toronto.
Lewis Bros., Ltd., Montreal.
Rice Lewis & Son, Toronto.
Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Montreal.
Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

Page Wire Fence Co., Walkerville.
U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Colingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.

Cleveland Grindstones

Best Treadle Grindstone Made

Made of genuine Berea or Lake Huron stone—the only stones that have the combined sharpening qualities of grit and toughness. The frame of this sterling grindstone is extra strong and very stoutly braced. All rods and bolts are threaded. Has large comfortable seat and clothes protection, and runs on improved ball bearings. We make Cleveland Grindstones in all sizes—for all purposes—power, hand and treadle. And there's good profit in them for you.

Write for catalogue and prices

The Cleveland Grindstone Co.

Cleveland, Ohio



We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Wire.

Write for Prices

The Consolidated Fruit Jar Co.

New Brunswick, N. J.

MR. OCCOMORE RECOVERING.

H. Occomore, Guelph, first vice-president of the Ontario Retail Hardware & Stove Dealers' Association who has been ill for nearly two months as a result of injuries caused by his brother falling from a ladder upon Mr. Occomore's head, is around again and will spend a fortnight in Muskoka this month recuperating before taking up active business again.

MADE IN CANADA EXHIBITION TRAIN

The Canadian Home Market Association have engaged a C. P. R. train of fourteen cars which will leave Montreal May 16, and visit Toronto, May 18, leaving Winnipeg May 22, and stopping at about 70 points between Winnipeg and Edmonton, Calgary, Lethbridge, Regina, etc., arriving back at Winnipeg on June 30. The train will include displays of interest to hardwaremen, to be made by: The Gurney Foundry Co., McClary Mfg. Co., Sheet Metal Products Co., Brandram-Henderson, Ltd., G. F. Stephens & Co., Winnipeg Paint & Glass Co., Canadian Fairbanks-Morse Co., Gutta-Percha & Rubber Goods Co., and others.

The visit of the train to the various towns along the line will be well advertised and retailers should encourage their customers to visit the displays as numerous sales can be made if the name of prospects are secured and properly followed up.

I look on that man as happy who, when there is a question of success, looks into his work for a reply, not into the market, not into opinion, not into patronage.—Emerson.

CLASSIFIED ADVERTISEMENTS

Advertisements under this head ten cents per agate line each insertion. About ten words to one line. Remit when ordering.

STORE MANAGER WANTED

WE HAVE A GOOD PROPOSITION for an energetic Young Man, to take charge of retail stove, tinware and furnace store. Must have experience and some capital. BOWES, JAMIESON, LIMITED, Hamilton, Ontario.

BUSINESS CHANCES

THE TINSMITHING AND PLUMBING DEPARTMENT of Binns' Hardware, Newmarket. Est. 20 years. Tools almost new. Sft. brake. Town 3,000 and booming. One opposition. Splendid chance for the right man. Apply G. A. BINNS, Newmarket.

FIRST CLASS HARDWARE BUSINESS in Coronation, the liveliest town in central Alberta, for sale. \$8,000 stock, well assorted. Building and fixtures either for sale or rent. For full particulars and terms address G. R. Farmer, Box 1000, Castor, Alta.

STORAGE TO RENT

STORAGE, VANCOUVER, B.C.—Storage or space to rent, office if required; warehouse close to all wharves, with railway siding; two elevators. MARTIN & ROBERTSON, LTD., 329 Railway St., Vancouver.

COMMISSION LINES WANTED

HARDWARE LINES WANTED on a commission basis, covering western provinces. CANADIAN SPECIALITY CO., Suite 100, Travis Bldg., Calgary, Alta.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

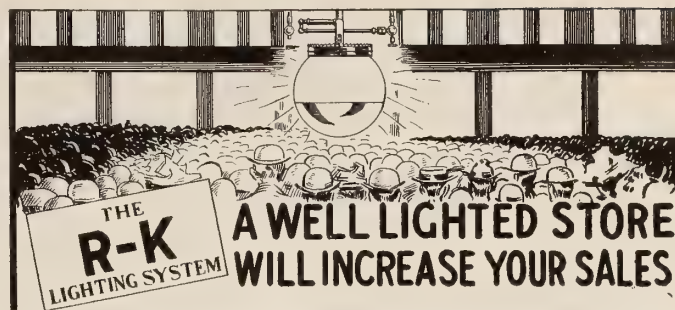
A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.



Do you know that people are attracted to a well lighted store and that consciously or unconsciously they avoid a poorly lighted one. You can make your store attractive—bright and inviting by using Rice-Knight Lighting System. Can be installed anywhere—burns same as city gas—always ready to light. Cheaper than gas or electricity. Make your store the brightest spot in town. Let us tell you how—write to-day for booklet "S."

RICE-KNIGHT LIMITED, TORONTO

Local hardware agents wanted in every town.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

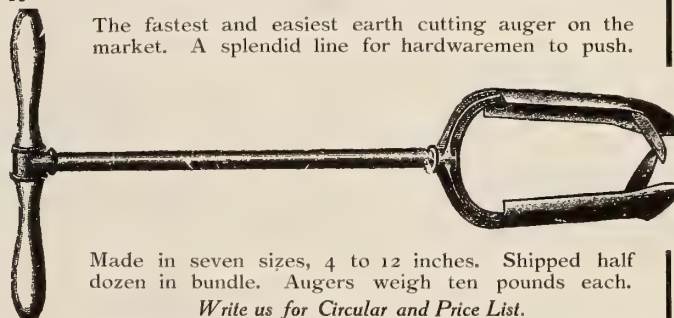
J. J. TURNER & SONS

Peterborough, Ont.

Regina, Sask.

IWAN'S PATENT POST HOLE AUGER

The fastest and easiest earth cutting auger on the market. A splendid line for hardwaremen to push.



Made in seven sizes, 4 to 12 inches. Shipped half dozen in bundle. Augers weigh ten pounds each.

Write us for Circular and Price List.

ERIE IRON WORKS, St. Thomas, Ont.

MONARCH TYPEWRITERS

The King of all
Writing
Machines

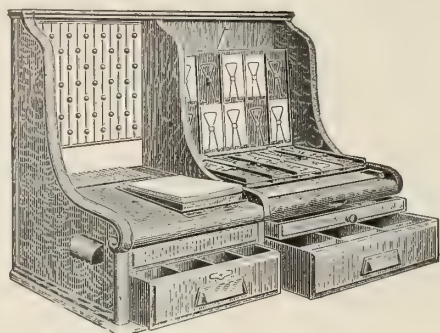
JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited

46 Adelaide Street West, Toronto, Ont.

A STATEMENT IN FULL

That is what the user of a McCaskey Account Register gives his customers after each purchase. At the time of the sale the merchant who uses The McCaskey Gravity Account Register System posts and totals each account to date. He cuts out all useless bookkeeping (posting and copying from one book to another), prevents errors in his accounts and disputes with customers, because each patron has the same record of his account and in the same hand-writing as he has, prevents forgotten charges, that is, goods sold but never charged, collects his money automatically and faster than any human agency could collect it, has an automatic credit limit and is protected against loss of insurance in case of fire because with the McCaskey System proof of loss can be furnished in an hour's time to the satisfaction of any insurance adjuster.



Only
One Writing

**The McCASKEY
SYSTEM**

First and Still
the Best

You don't have to wait until the man next door or on the corner has installed the McCaskey. Then it will be too late. Act now! Please your trade by giving them a statement in full with each purchase, cut out useless bookkeeping and get more information about your business with less expenditure of time labor and money.

Seventy thousand retail merchants are using the McCaskey System and tell us that it pays for itself several times in the course of the first year it is installed.

A letter or postal card will bring you information without obligation on your part to purchase.

Or, tear out this advertisement, sign your name and address and we'll know you want information.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

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MEASURING TAPES WITH *Instantaneous* READINGS



An improvement originated and brought out a few years ago by

LUFKIN

PATENTED IN CANADA AND ENGLAND

U. S. Patent pending.

The **LUFKIN** Line has always given satisfaction. It maintains its reputation.

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

Quality sells our Glass

When buying Window Glass, see
that you get the world-wide brand



Manufacturers of all kinds of British
Window Glass, Polished Plate, Silvered
and Bevelled Plate, Wired, Rolled and
Cast, Rolled Cathedral, Figured Rolled
White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England



"OLD SOL"

MOTORCYCLE AND
BICYCLE LAMPS

TRACTION ENGINE
AND MOTOR BOAT
SEARCH LIGHTS
AND GENERATORS

"Old Sol" lamps are perfect in efficiency and beautiful in design, and are made to fit any machine in Canada or the United States without inconvenience or need of bending brackets. Send for descriptive catalogue.

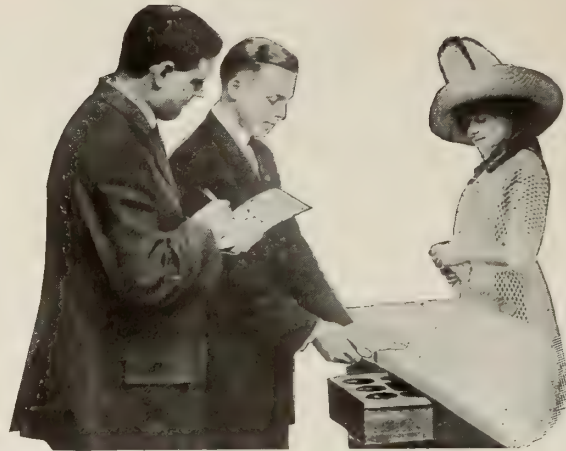
Manufactured by

POLLOCK MFG. CO., Ltd.

BERLIN

Columbia Place

ONTARIO



If you could stand beside each clerk as he makes a sale, and make a note of the details

there'd not be much chance for mistakes, would there?

You would know the amount and kind of the transaction, and who handled it.

You would know that the customer got the right change, and that you got the right amount of money.

You'd have a record of every cash transaction in the store that would make the night's "balance" a very simple matter.

And your clerks would be better salesmen, more careful and accurate because they would get credit for good work, and know that the blame for mistakes would be fixed beyond dispute.

That's exactly what a National Cash Register does for you

The amount and kind of each transaction is publicly displayed and a positive and permanent record kept for your private inspection.

Separate adding wheels show you the totals of Cash Sales, Charge Sales, Money Received on Account and Money Paid Out—at any time during the day.

The Sales Strip, kept locked inside the machine, gives you an itemized record of every transaction made during the day—just as complete as if you followed your clerks all day and recorded the various amounts yourself.

You know how many customers each clerk waited on—the amount of each clerk's sales for the day, a separate record of each sale—who made the mistakes—who did the best work—and you know exactly the amount that should be in the cash drawer.

The National keeps track of every detail of every transaction—stops leaks, checks losses. How can you afford to be without one?

You place yourself under no obligation by writing for Free booklets, explaining the uses of National Cash Registers in your business. Write now to

The National Cash Register Company

Canadian Factory at
TORONTO

Canadian General Sales Office
285 Yonge St., Toronto

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 4.

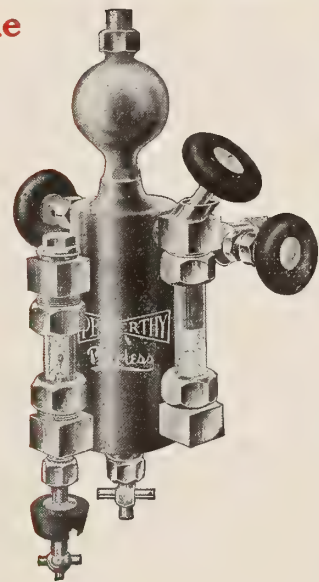
Published by Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 6.

**Specially Designed for High-Grade
Engines**

Where the Service Demands

**Reliability,
Accuracy and
Satisfaction**



**Made
in Canada**

**Fully
Guaranteed**



WE CLAIM

**Superior Features
in Construction
Economy in Price
and the Best Value
for the Money**

**Get all the Lubricator
Comforts. Buy The Peerless.**

Write for Descriptive Circular

Manufactured by

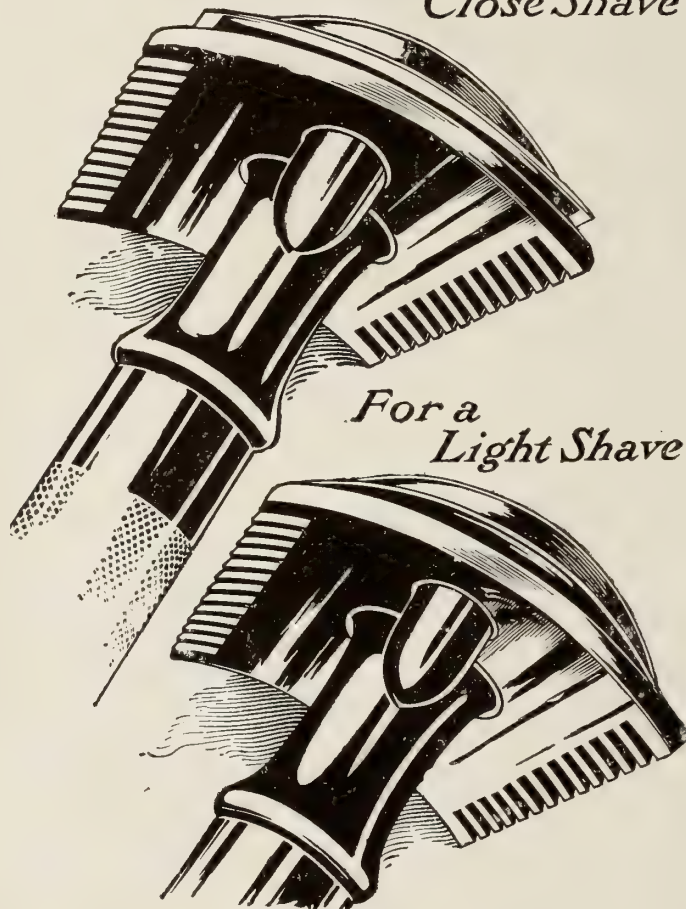
PENBERTHY INJECTOR CO., Limited
Windsor, Ont.

**Peerless
LUBRICATORS**

Drive Home this Gillette Selling Point

*For a
Close Shave*

*"The Gillette is the only
Adjustable Razor"*



We are emphasizing this GILLETTE feature in our newspaper advertisements, using this same illustration.

But there may be some of your customers who will not read our newspaper advertisements carefully, and will fail to realize what an advantage it is to own and use **an adjustable GILLETTE.**

It's up to you to show them—and it is important that you should do so, for this is **one of the strongest of the GILLETTE'S many selling points.**

The illustration shows the GILLETTE in two somewhat extreme positions. In the lower cut the handle is screwed up tight, so that the cap forces the blade-edges down close against the guard. This gives, of course, a very light shave, and is comfortable for the tenderest skin.

In the upper cut the handle has been loosened about one-quarter turn. The edges of the blade, following the cap, have sprung away from the guard. In this position the blade takes more hold, and cuts very close, no matter how tough or wiry the beard may be.

But as we said before, this is rather an extreme position, and the average man gets the most satisfactory shave when he first screws the handle up tight and then loosens it about an eighth of a turn.

But once you make the principle clear and show him the advantage of the adjustability which only the GILLETTE possesses, your customer will not be long in finding out just what adjustment best suits his beard and face. **Thus he will get the utmost comfort and satisfaction out of his GILLETTE, and he'll not forget that you sold him the razor and "put him wise."**

Incidentally, he'll come back pretty regularly for new blades —and as many other things as your good salesmanship suggests.

The Gillette Safety Razor Co., of Canada

Limited

Office and Factory : The New Gillette Bldg., Montreal



LAWN MOWER REPEAT ORDERS SHIPPED SAME DAY AS RECEIVED

Next in importance to having the goods in stock when they are wanted is to be able to explain to customers the special features of the articles being shown.

Demonstrate Taylor-Forbes Lawn Mowers

by showing their easy running qualities. Just as a jobber's salesman can increase his sales by carrying samples instead of selling solely from his picture book, so can the retail clerk increase his business by practical demonstration.

Emphasize to your customers that it will be a better investment for him to pay a fair price for a high-class mower like the "Empress" or "Woodyatt" than to buy a cheaper machine which will cost more to keep sharp and in repair.



The "Taylor-Forbes" Quality Guarantee

is back of every machine manufactured by us. They have stood the test for FORTY YEARS and we prove our sincerity by casting our name on every lawn mower we manufacture.

Only the highest grade of workmanship and quality of material are used in the production of Taylor-Forbes lawn mowers and our plant is the only one in Canada that makes an absolute specialty of this line. For quality, finish and distinctive patented features our lawn mowers cannot be equalled. Our company

Stands Back of These Lawn Mowers

"Adanac"
"Star"

"Empress"
"Philadelphia"

"Woodyatt"
"Daisy"

"Mayflower" and "Ontario"

We are in a position to fill every order received on the day it arrives, giving customers the highest quality of SERVICE as well as the BEST GOODS.

Every mower is examined carefully and properly adjusted before leaving our factory, and neatly crated to avoid damage in transportation.

*Ask your jobber for "Taylor-Forbes" Goods
If he cannot supply you, write us direct*

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 531-2 Dock St., St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

BUILDERS HARDWARE WITH A REPUTATION

CRESCENT



Hinges, Butts, Staples, Latches, Gate Hooks,
Parlor Door Hangers, Barn Door Hangers,
Corrugated Strap and Tee Hinges, and Light,
Medium and Heavy Strap and Tee Hinges

CANADA STEEL GOODS CO., Limited
HAMILTON, - - - ONTARIO

The Steel Company of Canada Limited

Stove Bolts *Stove Rods*
Rivets

Pig Iron Steel Bands Wire Nails

We can Make Prompt Shipment of Orders Placed Now

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.



Samson Farm Tools

We have always insisted that the purchaser of Samson Farm and Garden Tools can depend on receiving absolute satisfaction, and the continued success of our Samson Trade is the best indication of general satisfaction with the buying public. The reliability of the Samson Farm and Garden Tools has been thoroughly tested and dealers will find it distinctly to their advantage to place their orders well ahead.

Always Reliable

The whole policy of this business is to give a little better value and service than has been previously thought necessary, and we want particularly to hammer home the fact that Samson Farm and Garden Tools are warranted to give absolute satisfaction.

Send Your Orders Early

H. S. Howland, Sons & Co., Limited
Wholesale Hardware

WE SHIP PROMPTLY

TORONTO

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

Here's a business proposition pure and simple, about belting

There is a whole lot of leather belting going to the shops and factories in your vicinity on orders **to outside towns** or large central belting warerooms. Now, we suggest that **you** carry a stock of our leather belting ("AMPHIBIA" and "CLIMAX") and let these fellows know that you've added this line. Then **you** will get this business which is going outside your town.

'Tis worth considering

Don't hesitate to write us about this stock. Your questions will place you under no obligation and we can probably show you an interesting proposition.

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

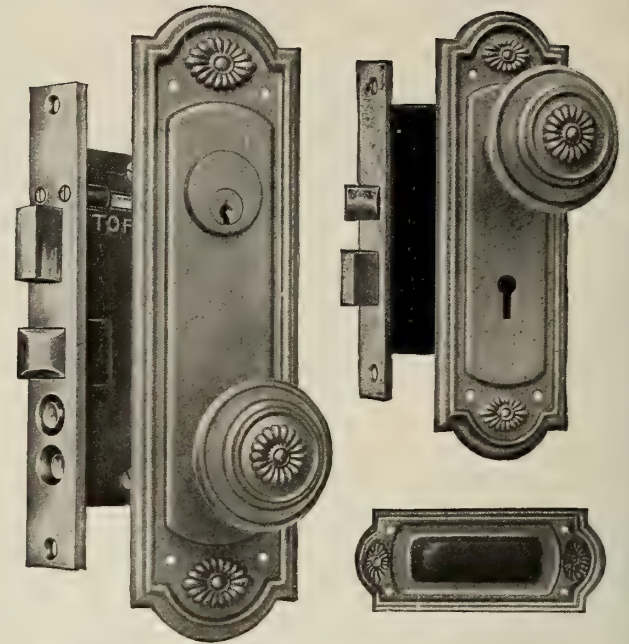
ST. JOHN, N. B.
89 Prince William St.

TORONTO
27 Melinda St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*



"Rome" Design



BUILDERS' HARDWARE

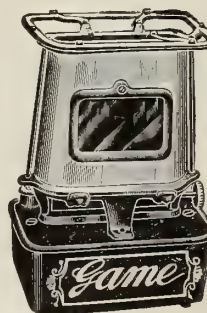
Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

Send for complete descriptive catalogues and price list of over 600 items.

The Taylor & Boggis
Foundry Company

Cleveland, Ohio
Sixth City

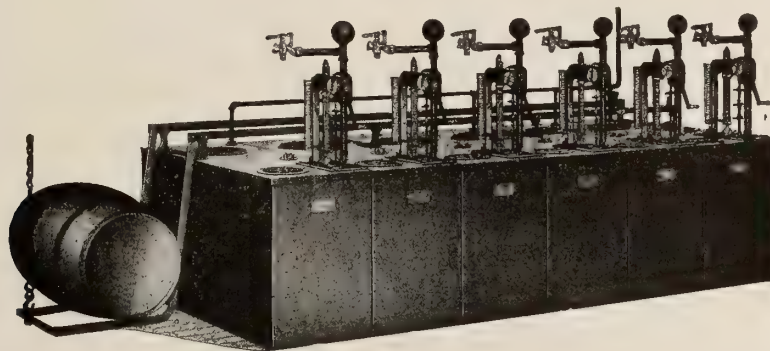


If You Knew

Just how much profit you lost by selling paint oils and varnishes with ordinary measures and funnels from barrels or tin cans you would see why a Bowser System is necessary. You can't expect to get full profit when you waste part of the oil or over-measure it any more than you could expect to have all of your money after you had spent part of it.

If You Knew

Just how much you could save in profits, time, labor and increased patronage by using a



Bowser Paint Oil System

we would have no trouble in convincing you of the necessity of a Bowser System in your store.

If you handle paint oils the old way just stop and consider what your loss must be—Every drop of oils wasted is so much of your legitimate profit lost.—It reduces your yearly income just that much. Can you afford it? If you don't think you waste oil look at your measures, funnels, floors, faucets, etc., they tell the tale.

You save enough with a Bowser to pay for it and then it keeps on saving for you year after year. It gives tone to your store, lends attractiveness to your oil department, insures a square deal to all concerned and invites patronage. Where is there a store fixture that will do more?

Our new book "*Tank Talks*" No. 5 N tell all about the Bowser. Drop a card for it to-day. Ask for book No. 5N—It's *FREE*.

S. F. Bowser & Co., Inc., Toronto, Ont.
66-68 Fraser Ave.

For twenty-seven years manufacturers of Self-Measuring Pumps, Gasoline and Oil Storage Systems, Dry Cleaning Systems, etc.

TO THE HARDWARE TRADE

Do **NOT** let your Competitor make **ALL** the Sales when **YOU** can draw the greatest part of it your way by handling our guaranteed line of

WELDED SHOVELS

Perfectly Balanced Unsurpassed in Finish

We make **Welded Shovels** because **Experience Proves** and the **Trade Demands** shovels that are **Stronger** and more **Durable** than other makes.

PROMPT SHIPMENTS GUARANTEED

Write for catalogue or prices to any of these addresses

The Lundy Shovel & Tool Co., Limited PETERBOROUGH, ONTARIO

ONTARIO
N. B. Misener, 105 Cowan Avenue, Toronto

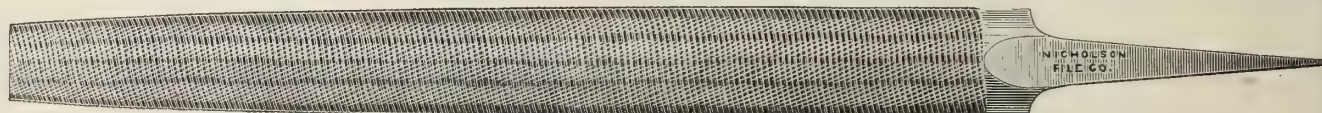
QUEBEC
Delorme Bros., 15 Debresoles Street, Montreal

MARITIME PROVINCES
S. N. Sancton, St. John, N. B.

MANITOBA AND SASKATCHEWAN
Tees & Perse, Limited, Winnipeg

ALBERTA
Tees & Perse of Alberta, Limited

BRITISH COLUMBIA
E. E. Crandall, 1073 Hamilton Street, Vancouver



Stock Nicholson-Made Files

A Three Fold Benefit

The Dealer gets increased profits and repeat sales.

The Clerk gets a file he can guarantee.

The Customer gets honest value.

*Made in
Canada*

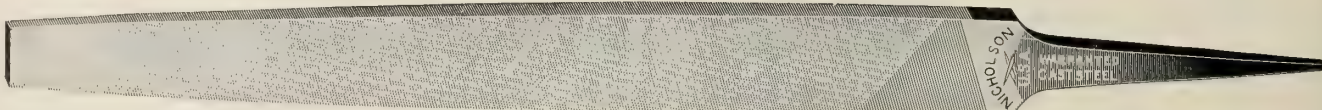
47 Years

study and experience
devoted exclusively to file making
is back of every **Nicholson-made
File.** It will benefit you to stock our brands.

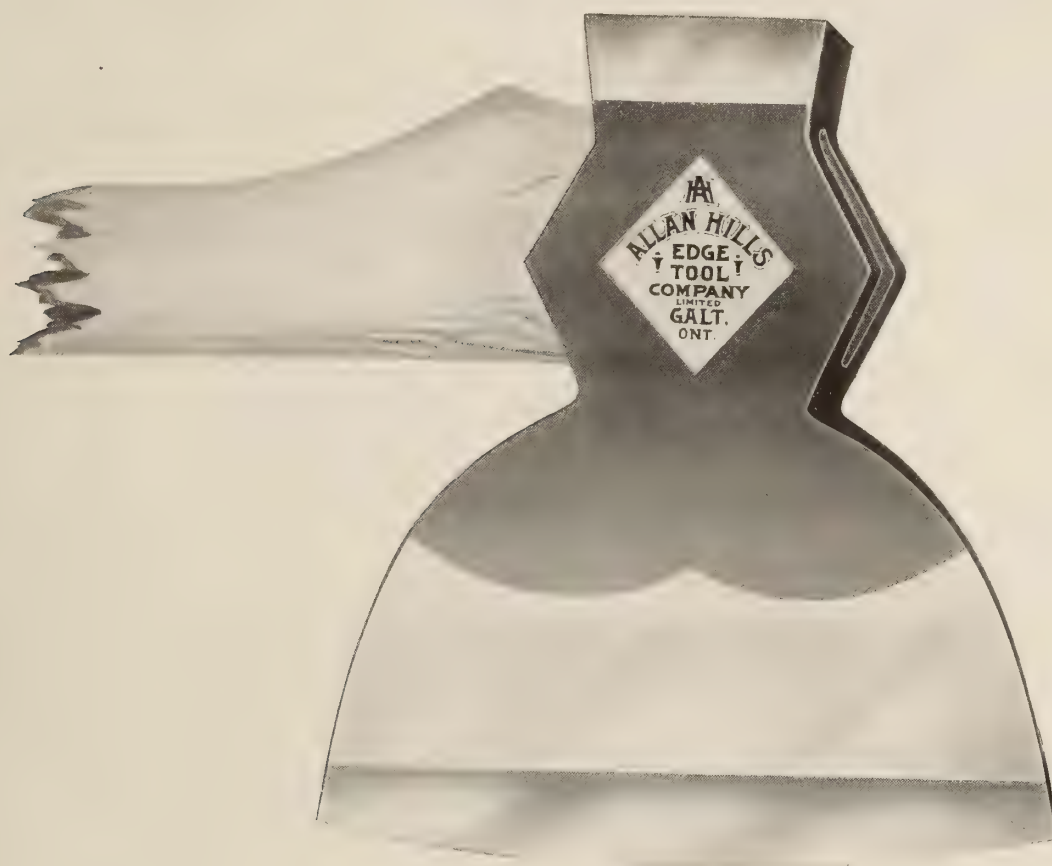
Your jobber can supply you. Catalog on request.

Nicholson File Company

Port Hope, Ontario



We Guarantee Our Tools



All Jobbers Sell Them

Allan Hills Edge Tool Co.

Galt, Ontario

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannantyne Ave.
Winnipeg
Western Representative



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

BRUSHES

Assortments of Brushes in neat display boxes convenient for the Hardwareman

Varnish Brushes that retail for

5c. 10c. 15c. 20c. 25c.

at a good profit for the storekeeper. Can be bought through any Hardware Jobber or from



MEAKINS & SONS

TORONTO

HAMILTON

WINNIPEG

MOTOR BOAT AND AUTOMOBILE SUPPLIES



EVERY Hardware dealer should realize the growing popularity of Motor Boating, and the large trade in Accessories and Marine Engines arising from same.

The wide awake dealer should have all the necessary supplies, such as Magnetos, Spark-Plugs, Carburators, Lights, and a full line of Marine Hardware and Automobile specialties.

Our stock is the largest in Canada, and our nearest house can fill your requirements promptly.

Our Catalog, No. 24, shows one line of Motor Boat accessories.

A card to our nearest branch will bring it to you.

If you are interested in Marine Engines, let us send you a Catalog No. 23, illustrating "Fairbanks-Morse" Marine Engine.

THE CANADIAN FAIRBANKS-MORSE CO. LIMITED

*Fairbanks Standard Scales, Fairbanks-Morse Gas and Gasoline Engines
Safes and Vaults.*

MONTREAL ST. JOHN OTTAWA TORONTO WINNIPEG CALGARY
SASKATOON VANCOUVER VICTORIA

Here's a Couple of Good Sellers

*Made Right and backed
by C-D Efficiency*



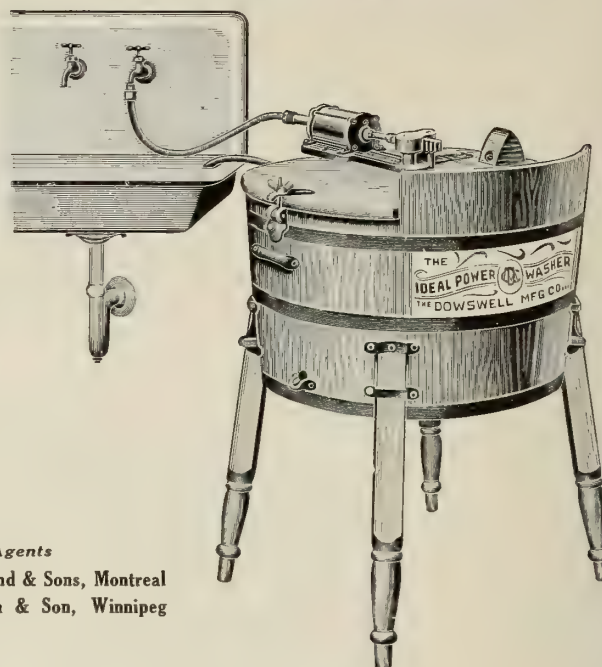
**Real
Quality
at the
Right
Price**

Agents

W. L. Haldimand & Sons, Montreal
H. F. Moulden & Son, Winnipeg

Made by

Cummer-Dowswell, Limited
Hamilton, Ontario



CONNOR BALL BEARING WASHER

is a profit earner

It pays big dividends to dealers who take an active interest in it. Many wide-awake merchants have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. The many

**Exclusive Features Make
it Easy to Sell**

as they attract unusual attention and create a strong desire for the washer. Just what these features are will be fully explained to you when we receive your name and address.

*Drop us a card. Send for a copy
of our new catalogue, now ready.*

J. H. Connor & Son
Limited
OTTAWA, ONTARIO



MAXWELL'S "CHAMPION"

High Speed

Washer



Maxwell's "CHAMPION" is the simplest and most easily operated of all high speed washing machines. Most people find the hand lever the most convenient way of working it, but we also supply with every machine a crank to fit on the end of the balance wheel shaft, thus giving the user a choice of methods, or a change. The heavy balance wheel adds wonderfully to the ease and smoothness of operation.

The "CHAMPION" tub is of Louisiana Red Cypress, finished in natural wood, mahogany color. Note the Wringer Board held clear of the top in galvanized iron fittings. This allows almost the whole top to open—a convenience which is much appreciated.

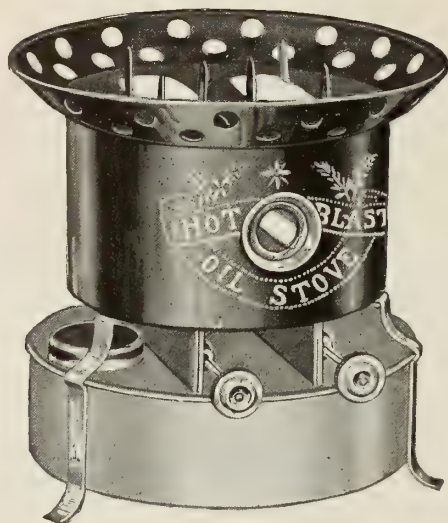
The "CHAMPION" catches a woman's fancy at first sight, and earns her warm recommendations as she uses it. And that's good for your business.

Write for Catalogue of Labor-Saving Machines to

DAVID MAXWELL & SONS, St. Mary's, Ont.

The S.M.P. "HOT BLAST" OIL STOVES

Just the Article needed for Summer Residences or Camps



THESE STOVES HAVE

- Two Extra Large $4\frac{1}{2}$ inch Burners.
- Large Oil Filling Hole.
- Legs made of Tinned Band Steel.
- Large Seamless Oil Founts, consequently no leakage.
- Brass Thumb Pieces on Wick Turners.
- Chimneys and Extensions made from Drawn Steel, therefore no breakage.
- No Cast Iron Parts to get broken in shipping or while being used.

Prices on Application.

The SHEET METAL PRODUCTS COMPANY

OF CANADA

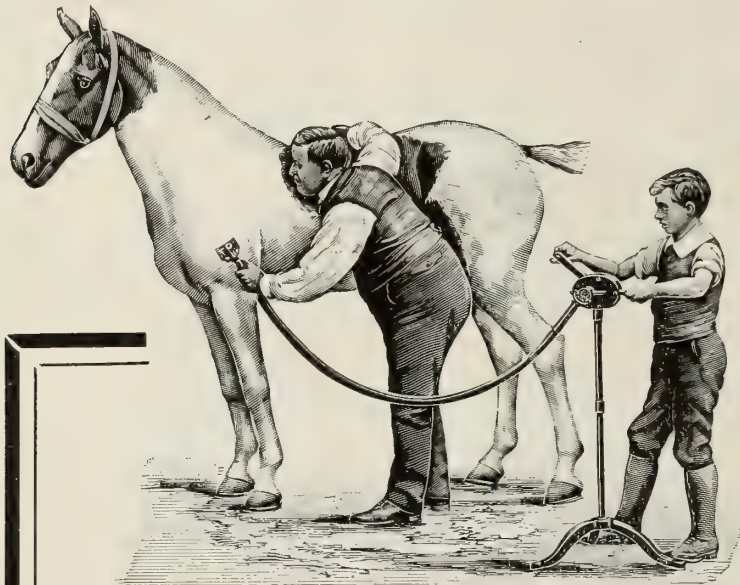
SUCCESSORS TO

LIMITED

KEMP MANUFACTURING COMPANY
TORONTO

Montreal

Winnipeg



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock

Prompt Shipments

Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

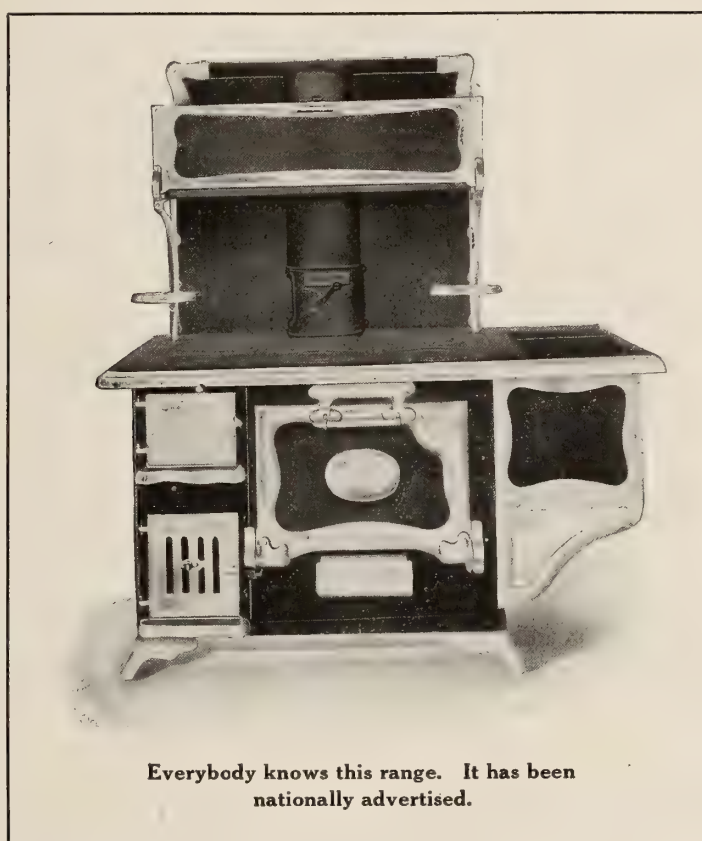
B. & S. H. THOMPSON & CO., Limited, Montreal

There is Going to be a Big Demand For Gurney-Oxfords This Fall

¶ Gurney-Oxford Stoves and Ranges are going to have a bigger boost this year. We are simply going to blazen "**Gurney-Oxford**" on the minds of the Canadian housekeeper. If anyone wants a range this year they're going to ask to see a Gurney-Oxford, and if you have not this line on your floor, you are going to lose sales, because our advertisements are going to make an *impression*; they will create a *demand* that only a Gurney-Oxford itself will fill.

Forget that idea that the cost of advertising goes into the goods. It would only make a few cents difference even if it did. It doesn't cost any more for a well-known breakfast food, does it? Then who pays for the advertising? Why, the increase of sales; and it is just the same with stoves as with anything else.

Then why not put a well-known, well-advertised line of stoves on your floor,—a line with the oval "Gurney-Oxford"



Everybody knows this range. It has been nationally advertised.

on them. This trade-mark means more to us than our signature to a cheque. It means that *we* are satisfied with our product. It is *our* O. K. that the goods will "make good." We stake our reputation on it.

So when you hitch your name to Gurney-Oxford you have a powerful force behind you. A firm with a splendid reputation of 70 years standing. A firm who know the business from 70 years experience.

You have free advertising to sell the stoves, and you know that the goods are the best that can be produced.

We want to tell you what this Gurney-Oxford can really do for you.

Please ask us.



The Gurney Foundry Company, Limited

Toronto

Montreal

Hamilton

Winnipeg

Calgary

Vancouver

EASY TO SELL

PEASE “Economy” FURNACES

Warm Air

A well-known widely-advertised furnace manufactured by a large and reputable company.

Many strong selling points such as saving coal consumption, actual proof of which we will gladly furnish you. “Anti-Clinker” grate and perfect combustion chamber. Large dust flues ensure absence of dust when shaking.

Sold and recommended by dealers for twenty-five years.

A GOOD LINE FOR YOU TO HANDLE

Write for particulars

PEASE FOUNDRY COMPANY,

TORONTO LIMITED. WINNIPEG

PEASE-WALDON, COMPANY, LIMITED, WINNIPEG

PEASE PACIFIC FOUNDRY, LTD., VANCOUVER

432

HANDLE BRANTFORD ROOFING

And Secure the BEST Roofing Trade in Your Vicinity

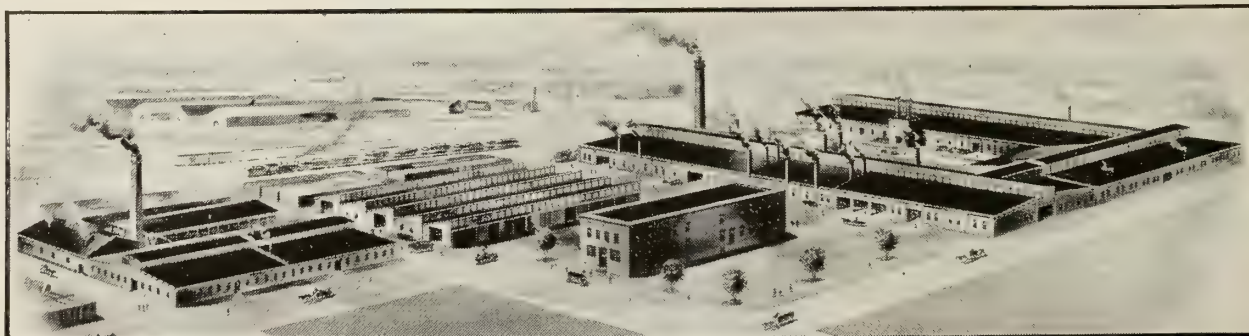
Every time you recommend this high-grade roofing you are paving the way for more and better business. BRANTFORD ROOFING, as you know, is practically indestructible, and there is a fair margin of profit that will please you.

There are three kinds of Brantford Roofing ASHPHALT, RUBBER and CRYSTAL—and each of the three different kinds is made of long-fibred wool completely saturated with Pure Ashphalt (a mineral fluid that has withstood the ravages of time for centuries).

Write to-day for samples and FREE roofing book

BRANTFORD ROOFING CO., LIMITED - - - **Brantford, Canada**

Branch Warehouses: MONTREAL, 9 Place D'Youville; WINNIPEG, 117 Market Street



The George White & Sons Co.'s plant, London, Ont., situated beside the G.T.R main line, and right in the danger zone of flying sparks and hot cinders. But they are well protected, for even their boiler house and foundries are covered with Brantford Roofing.

Quality Goods Sell Easy

McClary's

1912 SERIES GAS RANGES

*Never Fail to
Close a Sale*

Illustration
of our new
Style L
Range



THE OVEN
is
20x12x21 ins. deep

THE BROILER
is
20x19x23 ins. deep

Range, finished in bright black enamel and duplex nickel trimmings, and, with fire-proof white enamelled broiler pan and match trays, looks superb.

An Irresistible Temptation to Purchasers
NOW! These are the Lines You Want Because They Sell
Get Busy, Send Us Your Order To-day

McClary's

**"McClary" on Goods
is a Quality Name**

LONDON	HAMILTON	SASKATOON
TORONTO	ST. JOHN	CALGARY
MONTREAL	WINNIPEG	VANCOUVER

**McClary's
Ship Quick**

Write our nearest branch for Catalogue and special cook book

"WONDER-SHINE WARE"

Pure Aluminium Cooking Utensils

WILL—Be sold through trade only,
and not Peddled from door to door.

WILL—Be "Made in Canada" Goods.



WILL—Be heavily advertised by Brand.

WILL—Bear this trade-mark.

Write us to-day telling about your requirements

WONDER-SHINE, Limited

GENERAL OFFICES—220 King St. West

TORONTO CANADA

L24

"CANADIAN HOWARD" Double Radiator FURNACE

**Not a Cheap Furnace
But a Dependable Heater**

The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

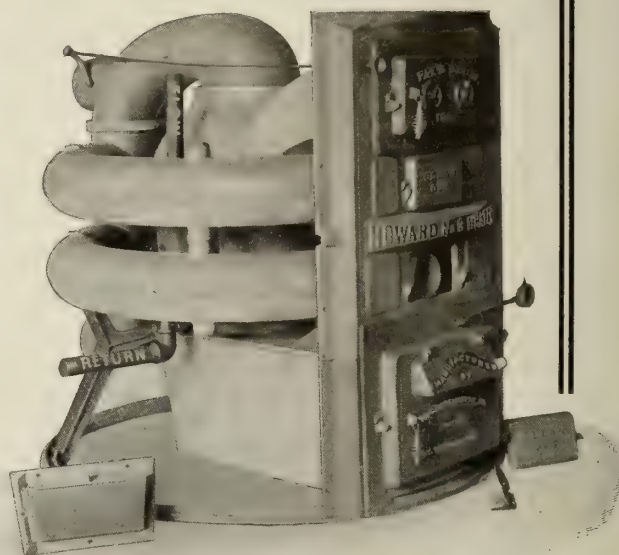
As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.

Write for a copy of our furnace catalogue



THE C. NORSWORTHY CO., LIMITED

ST. THOMAS - - - ONTARIO

Your Furnace Trade will Rapidly Increase

*If You Recommend
and Push the Sale of*



Hecla Warm Air Furnaces

(For Coal and Wood)

These Features:

Steel Ribbed Firepots
Cast Iron Combustion Chamber
Patent Fuse Joints
Circular Water Pan
Independent Grate Bars

BETTER PROFITS

will result from selling this well-advertised and favorably known furnace

Make HECLA FURNACES easy to sell and give results to the user in the way of great economy, durability, ease of management and large heating capacity.

Every Sale Means a Satisfied Customer

Clare Brothers & Co., Limited

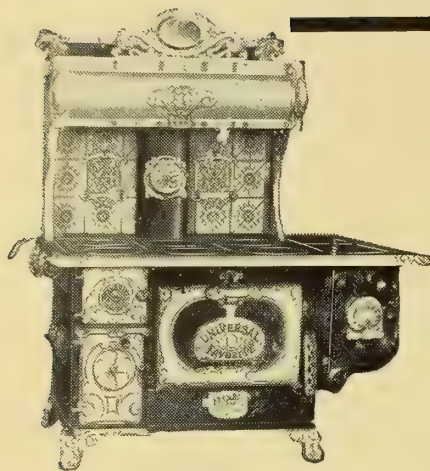
Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg, Man.
RACE, HUNT & GIDDY, Edmonton, Alta.

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

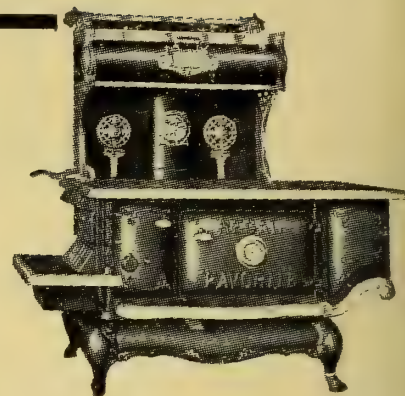
The MECHANICS' SUPPLY CO., Quebec, Que.



This is the off Season for Stoves

But it is the time to figure out your campaign and decide on the line of stoves you are going to handle this fall.

There is no guarantee against another car shortage and to avoid the vexatious delays in transportation



We Would Strongly Urge All Dealers to Stock Up Early

no matter from whom you buy. We give our customers fall dating to enable them to do this and be prepared for the rush when it comes.

WE SPECIALIZE ON STOVES AND RANGES AND CAN FURNISH FROM THE HIGHEST PRICED FAMILY STEEL RANGE TO THE CHEAPEST KIND OF COOK STOVE



In Heating Stoves we make:

Three different lines of BASE BURNERS. Three different lines of OAK STOVES, also HOT BLASTS, AIR TIGHT HEATERS, GLOBE HEATERS, TORTOISE AND BOX STOVES.



We Can Supply Your Entire Wants in the Stove Line

As to VARIETY, QUALITY AND PRICES, and would respectfully ask you to look over our line, which is fully illustrated in our catalogue of

FAVORITE STOVES AND RANGES



*CATALOGUE AND PRICES
cheerfully furnished on application*

FINDLAY BROS. COMPANY, LIMITED

Head Office and Works:
CARLETON PLACE, ONT.

Branch House:
260 PRINCESS ST., WINNIPEG



Distributing Agencies:

H. H. Dryden
Sussex, N.B.

Stewart & Co.
Toronto, Ont.

D. V. Cope & Co.
Calgary, Alta.

Revillon Bros., Ltd.
Edmonton, Alta.

Geo. D. Horsman
Vancouver, B.C.



"OLD SOL"

MOTORCYCLE AND
BICYCLE LAMPS

TRACTION ENGINE
AND MOTOR BOAT
SEARCH LIGHTS
AND GENERATORS

"Old Sol" lamps are built for service and absolute satisfaction. Space forbids the showing of even a small part of the "Old Sol" line. Our catalogue (yours for the asking) will give the full illustrated information.

Manufactured by

POLLOCK MFG. CO., Ltd.

BERLIN Columbia Place ONTARIO

LOOK! NEW DISPLAY STANDS

FOR

FISHING RODS AND WHIPS

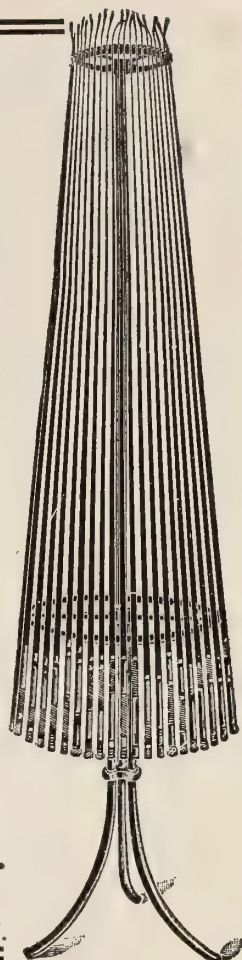
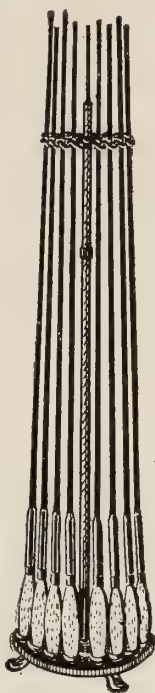
Catch Customers

The MASCOT holds 24
and 36 fish rods any length
Net Price \$4.50 and
\$5.50 according to size

Both REVOLVE and
are ADJUSTABLE

The FAVORITE Whip
Stand holds 36 whips.
Net Price \$5.50

Write for
**SPECIAL EXPORT
OFFER FOR CASH**
*on these and other new
devices.*

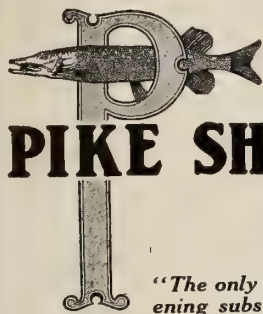


C. F. G. Stender & Co.

14 North Market Street
CHICAGO, ILL. U. S. A.

What Pike is Doing for Dealers

Pike is making it a lot easier for you to sell sharpening stones, supplying you free with Selling Helps that not only feature the *shop* uses but also the *home* uses of the many



PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need"

These Helps include a trade-compelling window display, handsome store cards and car cards, a novel selling scheme and other Dealer Aids, such as no sharpening stone manufacturer has ever offered before. Send for them and the New Pike Catalog that introduces the latest Pike Specialties for the home trade and tells of Pike's new system of uniform discounts. Write to-day.

PIKE MANUFACTURING CO.

23 Main Street - - PIKE, N.H., U.S.A.



Are you
Ready
to Deliver
**LIGHTNING
& BLIZZARD
FREEZERS?**

There will be a greater demand than ever this season, for we are advertising them more extensively to both dealer and consumer than ever before in the history of the business.

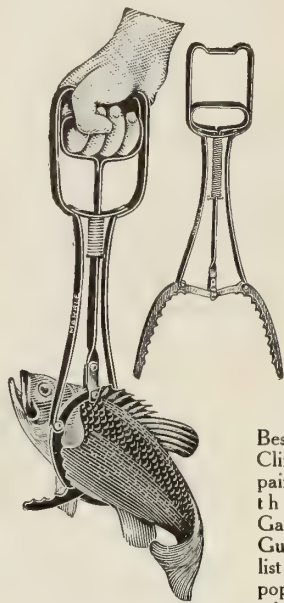
DEALERS and HOUSEHOLDERS HAVE LEARNED that the Lightning and Blizzard Freezers make the finest cream with the least outlay in time, effort and material of any Freezer made and will stand good hard use season after season.

Better Order at Once
From Your Jobber.

NORTH BROS. MFG. CO

PHILADELPHIA, PA.

QUICK SELLERS!



Every fisherman is a customer for this Safety One-Hand Clincher Gaff—the fish-saver that beats any net. Sells cheap enough to coax anybody, and makes a friend of every user. Ask about trade price.

These three items pictured won't stay long on any dealer's hands! Each is unique of its kind, practical, priced low to sell quick, and sure to captivate

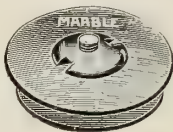
**Every Man
Who Goes A-Fishin'**

Your trade will not be all it might be until your stock is right to care for the demand we steadily create for

MARBLE'S

Sporting Specialties

Besides the popular Folding Fish Knife, Clincher Gaff and Ezy-Quick Boot Repairers illustrated, the Marble line, includes the famous Game-Getter Gun and a long list of sure-fire popular trade-winners YOU ought to sell. Know about them by saying you want to hear from



Mends a broken or pierced rubber boot in a jiffy, without cement. Great for auto-kits, too, as a tire-repair. The price is little. Ask.

**MARBLE ARMS & MFG. CO., 515 DELTA AVENUE
GLADSTONE, MICH.**



THE "COLLINS" Improved Three-Gallon Compressed Air 1912 SPRAYER

Made in Galvanized Iron or Brass

Scientific authorities estimate that the loss in crops of various kinds, from insects and fungi, is from \$300,000,000 to \$500,000,000, on this continent each year, and that 75 per cent. of that can be saved by judicious spraying.

The Handle, Fitted with Our Special Coupling, Does Four Operations.

1. Puts cap on by turning to right.
2. Takes off by turning to left.
3. Enables Sprayer being carried from place to place.
4. Does the pumping.

ASK YOUR JOBBER

If he has none in stock, write direct to us, we carry a large stock and can ship the same day as order is received. We also make three kinds of hand pumps.

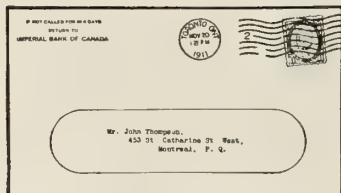
Send for free Catalogue

The COLLINS MFG. CO.

415 Symington Avenue, Toronto

5

- 1—Statements
- 2—Invoices
- 3—Circular Letters
- 4—Regular Correspondence



The Matter of Quality

THERE is only one "open front" envelope made in any quality of paper-stock to match regular letter head.

B-E WINDOW ENVELOPE

(Design protected by Patent)

With all the imitations you will find either cheap, flimsy stock, unfitted for the better uses of first-class correspondence—or an unsightly and dangerous hole in the envelope itself. The B-E WINDOW ENVELOPE has a perfectly transparent "window," through which the address is visible. This is combined with your regular envelopes to match letter head. Safe, sure and simple. Dignified, yet distinctive. Adapted to any business—bank, manufacturer or wholesaler.

Send for samples, prices and details of this modern method of mailing. We will see you are supplied, either direct or through regular dealer.

BARBER-ELLIS, Limited
62 Wellington Street W. - Toronto

Quality sells our Glass

When buying Window Glass, see that you get the world-wide brand



Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England

Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

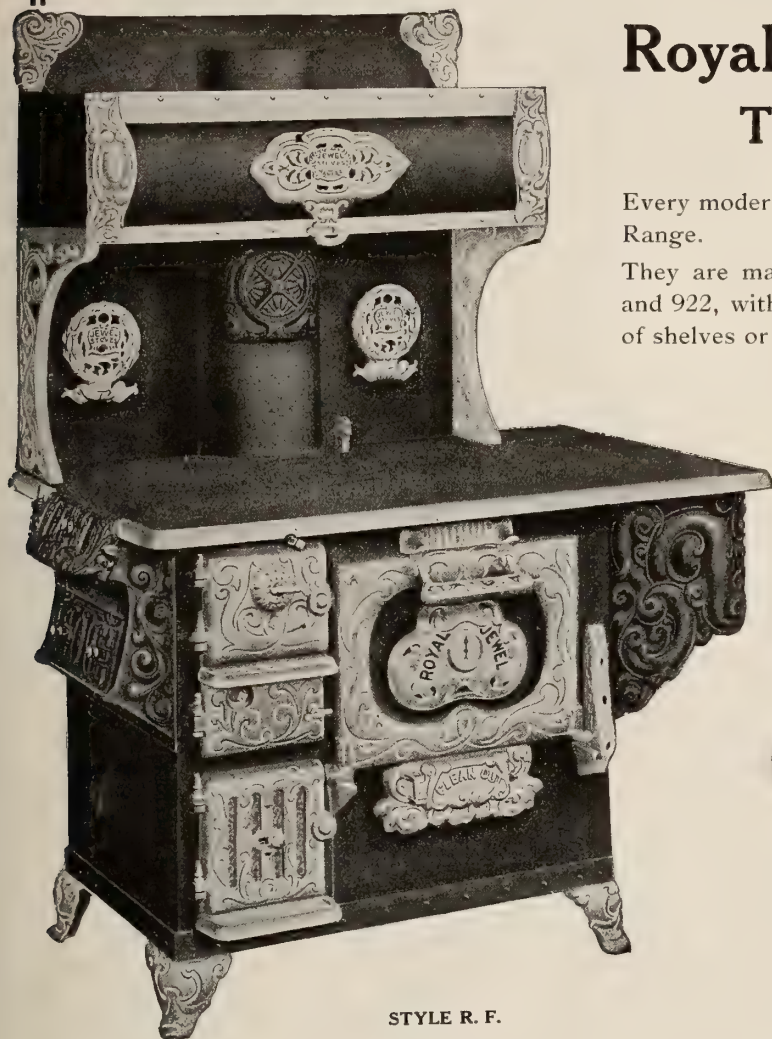
Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.



STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

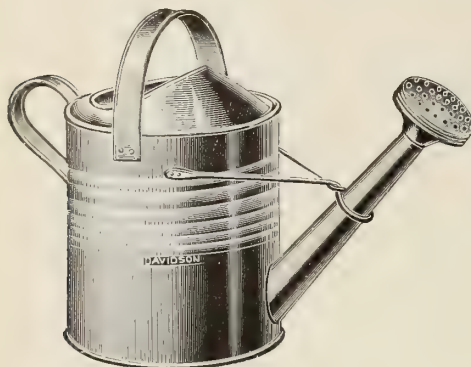


The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON
Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*

SEASONABLE LINES



Watering Pots

with seamless breasts and patent cleanable roses.

Japanned in bright green.

7 sizes—1, 2, 3, 6, 10, 14 and 16 quarts.

Galvanized Extra Strong and made to last

3 sizes—10, 16 and 20 quarts.

Write for Our Prices



Water Coolers

Nicely Japanned in fancy colors and attractively ornamented. Nickel plated faucet.

6 sizes—2, 3, 4, 6, 10 and 15 gallons.

Can also be supplied with excellent **Carbon Filters** in four sizes only—3, 4, 6 and 10 gallons.

Each cooler packed carefully in a case alone, ensures delivery in perfect condition.

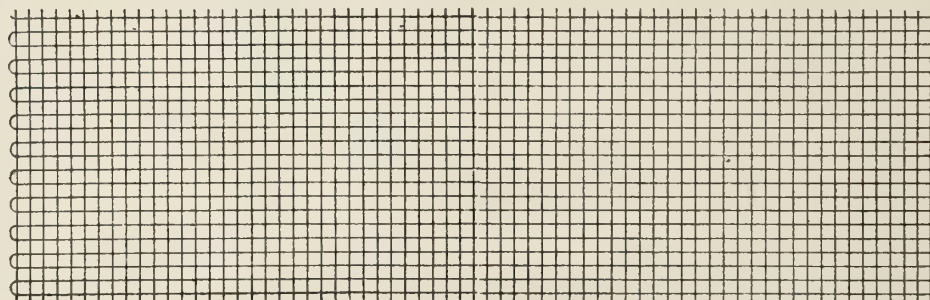
The Thos. Davidson Mfg. Co., Limited

Montreal, Winnipeg and Toronto

ANTIQUE RUSTLESS BRONZE WIRE CLOTH

Should be used in every better class of building

Guaranteed
Rustless
in Every
Climate



Ask your
Jobber
for Samples
and Prices

Every Hardwareman should stock one or two rolls

THE B. GREENING WIRE COMPANY, LIMITED

HAMILTON

MONTREAL

THE "GOOD CHEER" LINE

Something Different
Something Better
Something Exclusive

in

Ranges

Heaters

and

Furnaces

It pays to handle a
line which cannot be
duplicated.

Design Registered

The James Stewart Mfg. Company, Limited

Western Warehouse:
156 Lombard Street
WINNIPEG, MAN.

WOODSTOCK
ONT.

Wholesale Distributors:
McLENNAN, McFEELEY & CO., Vancouver, B.C.
WOOD, VALLANCE HDWRE. CO., Nelson, B.C.
ROSS BROS., LIMITED, Edmonton

The “Handy Andy” Improved Force Cup



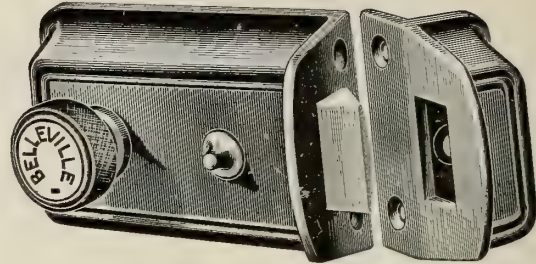
For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by

The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

STEEL RANGES

FOR ANY PURPOSE

DOMESTIC, HOTEL AND CAMP

Cast Ranges

in different styles
and sizes

Warm Air Furnaces

Quebec Heaters and Oak Heaters

Having Doubled our Manufacturing Facilities during the past year, we are in a position to make prompt shipments.


We ask for a chance to quote you

BUTTERWORTH FOUNDRY, LIMITED

OTTAWA

CANADA

This Furnace Guarantee

Series A.	No.
Indemnity Guarantee and Warranty Bond	
<p>In respect of No. SOUVENIR FURNACE, NEW IDEA SERIES, sold to by the Agent whose name appears hereon, The Hamilton Stove & Heater Company will, in the event of any defect developing in the firepot of said furnace within five years of date of installation set forth hereon, indemnify the owner of said furnace by supplying free of charge, F.O.B. maker's factory, new firepot. Provided always that the old firepot shall become the property of The Hamilton Stove & Heater Company, and shall be held or shipped as instructed by them, for examination (return transportation charges at Company's expense) and that unless this is done full price shall be paid for new firepot.</p> <p>This bond does not cover injury to firepot due to burning down or destruction of house or building, or from any cause other than defects in manufacture and breakage due to wear and tear, or the ordinary use of the furnace for heating purposes.</p> <p>In Witness Whereof the Company have subscribed their signature at Hamilton, Ontario.</p> <p style="text-align: right;">The Hamilton Stove & Heater Co., Limited</p> <p>Countersigned by Agent for Souvenir furnaces at this day of 19</p> <p style="text-align: right;">  Manager </p> <p>Note—This guarantee is not valid unless filled out and signed by the Agent at time of installation.</p>	

Guarantees Pleased Customers

The "Souvenir" Furnace is the only guaranteed furnace in Canada and furnace men have a strong selling argument in the above guarantee.

Our confidence in the "Souvenir" is a result of many years of successful operation, this enabling us to stand behind our customers with the five years' guarantee.

Let us discuss the possibilities of your furnace trade with you. We have developed some special plans in which you will probably be interested if you are looking for an increase in your heating business.

A postal card sent us will bring you our catalogue and live dealers' proposition.

HAMILTON STOVE & HEATER CO., LIMITED

(SUCCESSORS TO GURNEY, TILDEN & COMPANY, LIMITED)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

Quick Sales Mean Quick Profits

The question is who will get these profits?

Will you?

The Tobin proposition is based on the quality of the

Tobin

Simplex Guns

That means pleased customers—good profits—rapid repeat orders. Every Tobin Gun gives a distinct advantage to its owner. This makes Tobin Guns rapid sellers and good profit payers for far-sighted retailers.

We have a proposition to make you for your territory. Write to-day.

Tobin Arms Manufacturing Co.
Limited
Woodstock Ontario

Sell Handles You Can Back Up

Your reputation depends on the quality of the goods you handle. "J. H. Still" Axe Handles stand for quality. We guarantee every handle bearing our name.

Satisfied customers mean future sales. Purchasers of "J. H. Still" Axe Handles always come back.

We select only the highest grade hickory for our goods. They are well seasoned and the finish is all that can be desired.

If you are not already handling our line, send your jobber a trial order, or write us direct.

J. H. Still Mfg. Co., Limited
St. Thomas, Ont.

CATALOGUE

"C"

WILL TELL YOU ALL ABOUT

INVALID CHAIRS



WRITE
FOR IT

THE GENDRON MFG. CO.
LIMITED
**TORONTO
CANADA**

Gendron
Canada



THE "STRAT- FORD" LAWN SWING

This is the rush season for Lawn Swings. The dealer who handles "Stratford" lines will get the cream of the trade.

The "Stratford" is the best and strongest lawn swing on the market. It is made from selected, well seasoned hardware stock. The seats and back are adjustable and the footboard can be placed between and level with the seats, thus forming a hammock or bed. The footboard can also be placed at a convenient height for children.

The "Ontario" is built along the same line as the "Stratford," only lighter and the back is stationary.

Write for Catalogue and Prices

Stratford Mfg. Co., Limited
Stratford, Ont.

A Strong Combination :

QUALITY WORKMANSHIP UNEXCELLED SERVICE

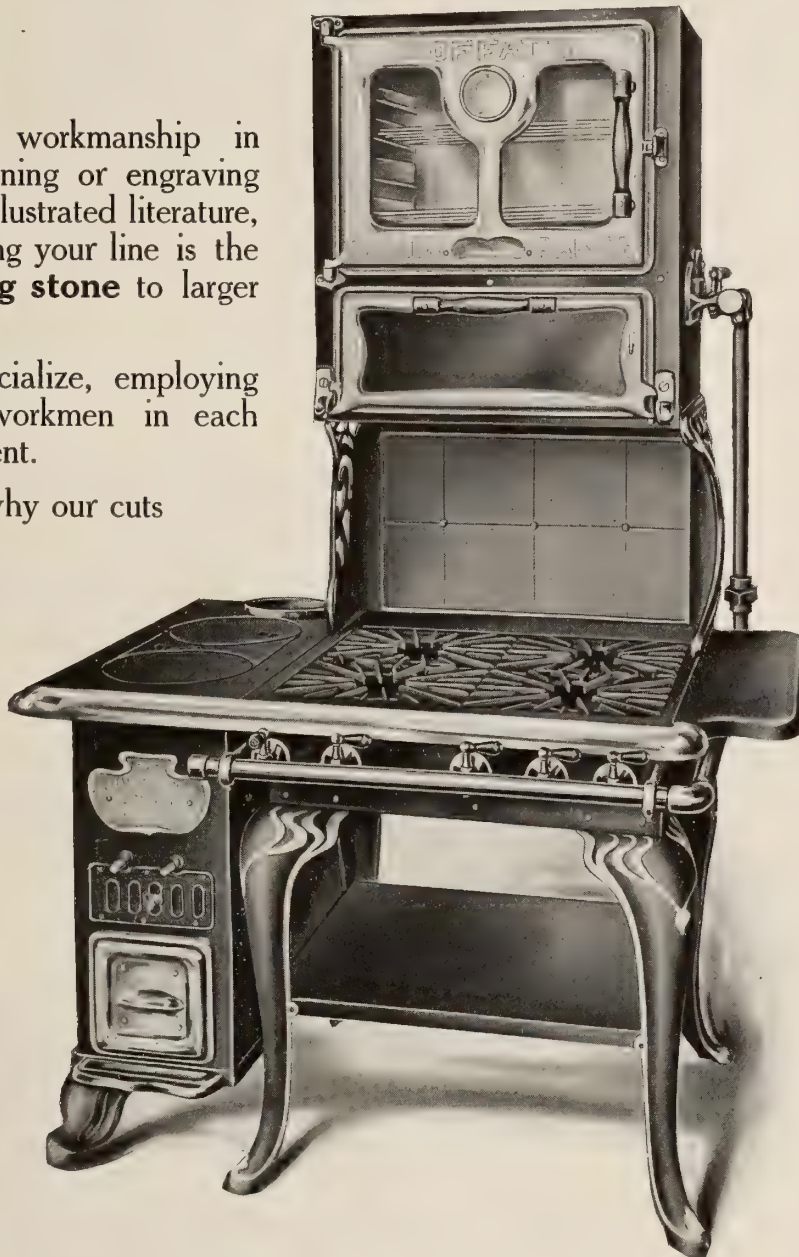
Quality workmanship in the designing or engraving of the illustrated literature, advertising your line is the **stepping stone** to larger sales.

We specialize, employing skilled workmen in each department.

That's why our cuts

**Boost
the
Sales**

Estimates
Cheerfully
Furnished



Unexcelled service, whether it be the smallest zinc etching or the making of a complete Catalog.

We handle the work in an expeditious manner, insuring not only a minimum cost but a

Rapid Delivery

Phone and
Mail Orders
Receive our
Prompt
Attention

PRICES RIGHT LEGG BROTHERS ENGRAVING CO.

Phones
Main 957-958

PHOTOGRAPHERS
DESIGNERS
ENGRAVERS

5 Jordan St.
Toronto, Canada

Catalogs, Booklets and Illustrated Advertising Literature Specialists

The New Preston O.G. Square Bead Eavestroughing

We have always claimed that our eavestrough was the best on the market, but we have gone ahead and gotten out something that is far superior to our old make. Now we can claim that we can't be beat when it comes to our eavestrough.

Some time ago we advised all the trade that we were manufacturing O. G. Square Bead Eavestroughing by machinery, which assured absolute uniformity in shape, but it developed that our machinery was not heavy enough to produce as sharp a bead as we desired. We have now perfected and patented automatic steel dies to fit our large power press and we now guarantee a trough superior in shape, appearance and fit to any other on the market.

You can save time and solder in the erection of this eavestrough FOR EVERY PIECE IS EXACTLY THE SAME and fits snug and tight. There are more profits for you and more satisfaction if you use our make. See our special offer below and take advantage of it at once.

FREE IF YOU ARE NOT SATISFIED

Cut out this ad. and mail it to us to-day with your order for 250 feet of our new O.G.S.B. Eavestrough and if it is not exactly as we represent it we will make you a present of it. This offer is good for thirty days.

THE METAL SHINGLE & SIDING CO., Limited
PRESTON, Ontario MONTREAL, Quebec

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thickness and
tempers.

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

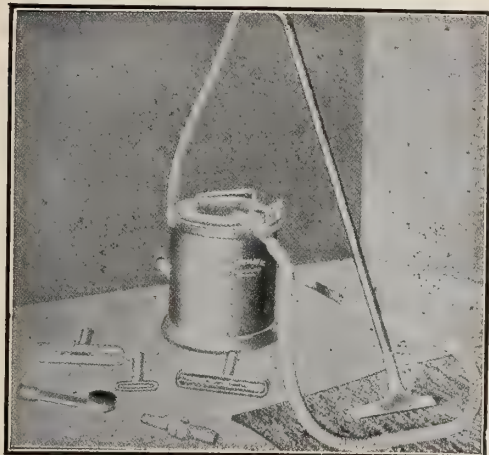
Black Jack

*Sold by
all
Jobbers*



3/4 lb. tins
3 doz. in case

Quick Clean Handy



Dust Separator and Extra Tools for
No. 1 Portable.

In Retailers' Profits SPECIALTIES provide the cream—STAPLES the skim milk

"ONWARD" BASEMENT PORTABLE VACUUM CLEANER

"It Blows and Sucks"

Cleaning homes by vacuum machines is no longer an experiment—that stage is long passed. Two or three years ago hand power machines were leaders, last year the motor driven Onward "Automatic" was the profit maker, and next in the line of evolution is the equipment of private homes and other buildings with basement cleaners.

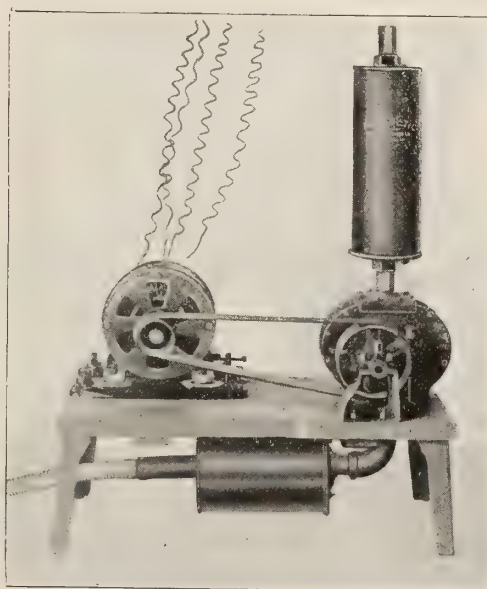
The "Onward" Basement Portable

is not approached in point of efficiency or durability by any other basement cleaner.

It is made in two styles, No. 1 having an *individual dust collector*, capable of being moved from room to room, this keeping the dirt in the tank, and the pipes, being clean, the current can be reversed and the machine made to *blow* instead of *suck*.

In the No. 2 cleaner the tank is stationery with the motor in the basement and only the pipe and hose is carried from room to room.

With the No. 1 cleaner all danger of clogged or stopped up pipes is overcome, this feature being exclusive with the "Onward" machine



No. 1 Portable Cleaner connected up
in basement

Canvass the Home Builders in Your Locality

A basement vacuum cleaner is as essential as a heating system in the better type of homes and as the Basement Portable can be installed, piping system and a good profit for the merchant included, for about Three Hundred Dollars, every builder of a home worth \$4,000 or upward is a possible customer.

Many hardwaremen are also making big money by canvassing their customers for the "Onward Automatic" Electric Cleaner—one Oshawa hardware firm having sold twelve of these during the past six months with a profit of several hundred dollars.

Write for a copy of our latest catalogue and prices on the Basement Portable

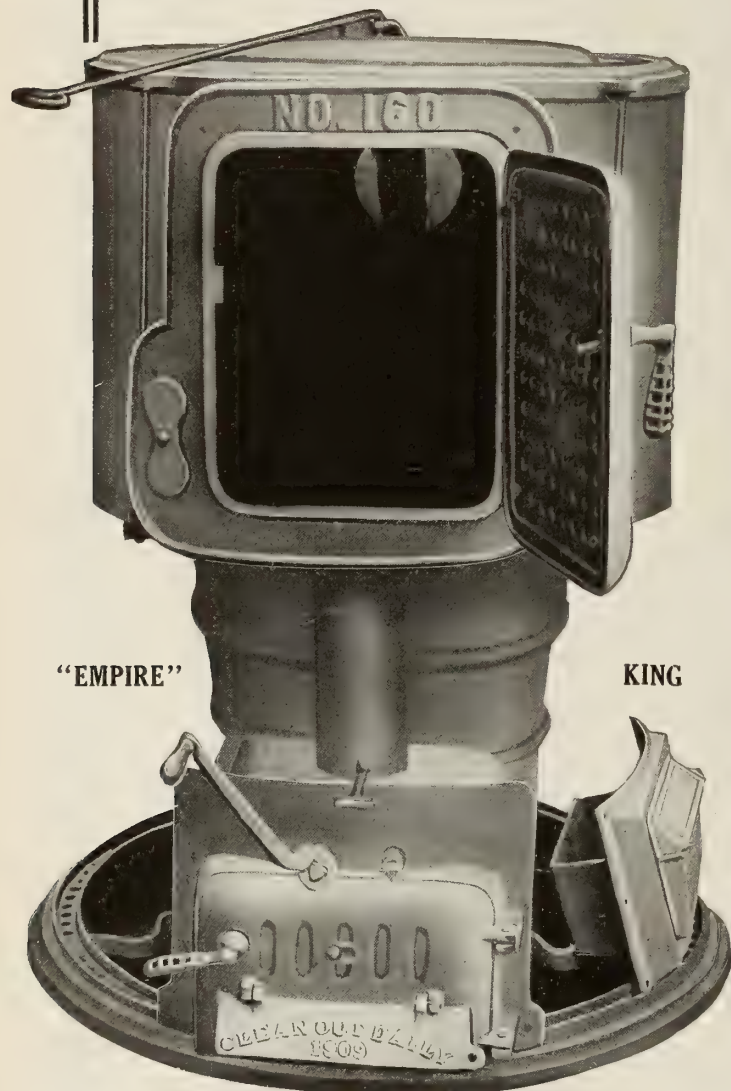
ONWARD MANUFACTURING COMPANY, LIMITED

BERLIN

ONTARIO

Empire Furnaces and Registers

*Being used with satisfaction from Halifax
to Vancouver*



THE "EMPIRE KING" FURNACE has Large Double Feed Door, Sectional Fire Pot, Large Steel Radiator, Triangular Grate Bars, Large Waterpan, etc.

"EMPIRE SPECIAL" sidewall and floor registers and faces are made in neat and up-to-date designs. They have the largest area for the size of any register on the market and are popular sellers.

Write us for catalogues and prices

**Canadian Heating & Ventilating
Company, Limited**

OWEN SOUND, ONT.

CHRISTIE BROS., Limited
1824 Dundas St., Toronto

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg

M. C. DREW & SON, Vancouver

DART

That name cast on a union
pipe coupling

Means Quality

When you sell a Dart Union you have done more than to sell a union pipe coupling. You have furnished your customer with a union that will give him more service than he thought possible, and his satisfaction makes you another link in your chain of pleased customers.

With the Dart Union you can say "Here, Sir, is a union that we guarantee 2 for 1 to never leak or fail to make a tight joint every time and without bother."

Your customers will appreciate using the union that has this guarantee.

Your Jobber Supplies Dart Unions

*Display Cards, Samples or Advertising
Matter, with your name, if you wish.*

Dart Union Co., Limited
Toronto



The "Tropic"

*A Furnace With a Steel Radiator
Offered at a Popular Price*

Introduced only last year, the "Tropic" has already won an important place in the trade, judging by the size of the re-orders from dealers who handled the "Tropic" in 1911. Despite the severity of the winter not a single complaint has been received.

Note These Features

Easily removed triangular grate bars.
High front-simplifying making of casings.
Deep radiator with large flue to aid combustion. Conveniently placed detachable water pan.
Lift chain draft door with dust proof slide. High ash pit with dust flue and large doors. Two part fire pot with large clean out door. Well proportioned and gas tight fire chamber.

*The Price Will Please You and the Furnace
Will Prove as Satisfactory as the Price*

Write for Agency Proposition

James Smart Mfg. Company
Brockville, Ont. Limited Winnipeg, Man.

J.M.T.

This Trade Mark on Brass Goods

is a guarantee of the highest quality. We concentrate our best efforts on all specialties bearing the "J. M. T." trade mark and standard goods stamped with our name, surrounding their use with a confidence for safety and satisfaction. You can depend on the quality and workmanship in the construction of

"J.M.T." Valves and Injectors and "Morrison" Steam Cocks and Gauges



We also manufacture

*Plumbers' and
Steamfitters'
Supplies*



The James Morrison Brass Mfg. Co., Limited

93-97 Adelaide St. West, Toronto

J.M.T.



SELF-HEATING SAD IRONS

MR. DEALER: Here is one of the best selling summer lines in the hardware trade. This iron heats itself, and remains hot, burning for over four hours for one cent. Makes no smoke or smell—so simple a child can operate it. No waiting or fussing with half cold irons—no tiresome walking from hot stove to ironing board. You can iron out doors under the shade of a tree if desired. Just as good a seller in the small towns as an electric or gas iron in the cities.

Pays for itself in no time. Absolutely safe—odorless and clean. Retail at \$5—fully guaranteed for 3 years.

Write to-day for sample, circulars, and wholesale prices

RICE-KNIGHT LIMITED Toronto Ont.

Wright's Lanterns



WRIGHT'S COLD BLAST LANTERN for 1912-13

embodies several new improvements which will make it an undisputed leader with the Canadian trade.

The "COMET"

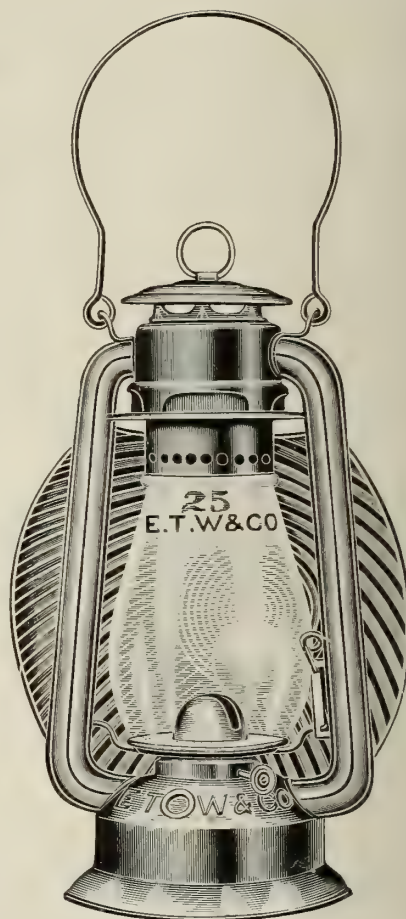
is an entirely new model Hot Blast lantern, which is a much better lantern at a lower price than the line it replaces.



Every Lantern of **WRIGHT'S** manufacture carries the makers' guarantee, and will be replaced free of charge if it does not uphold the reputation of the manufacturers and of the dealer.

During the coming season all progressive dealers will handle **"WRIGHT'S"** Lanterns exclusively.

How About You?



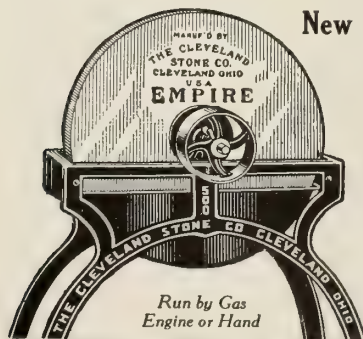
E. T. Wright & Co., Hamilton, Canada

(H. G. Wright)

Agencies at Vancouver, Winnipeg, Toronto

Cleveland Grindstones

New Power Machine for Farm



There is a strong and increasing demand for this new power grindstone among Canadian farmers. This power grindstone can be run with a small power gasoline engine, but is also light enough to be turned by hand. Has improved ball bearings and strong cast iron frame and trough. Genuine Berea stone, 22in. diam. Cleveland Grindstones are made in all sizes, for all purposes—power, hand and treadle. We've looked after your profit all right.

Write for Catalog and Prices

The Cleveland Stone Co.
Cleveland, Ohio

Run by Gas
Engine or Hand

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Urns.

Write for Prices

The Consolidated Fruit Jar Co.

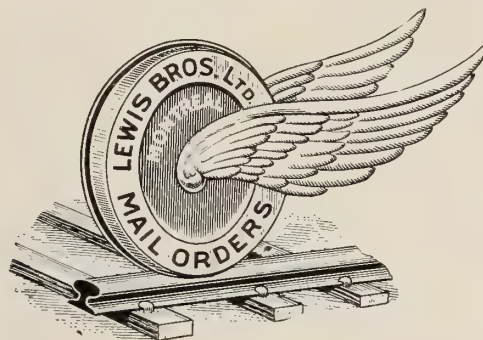
New Brunswick, N. J.

QUICK SERVICE

is the Watch-word in this Establishment

Nowhere is it impressed more strongly than in our department of

MAIL



ORDERS

BLACK  DIAMOND

Owing to the Very Fast Increase in volume of our *Mail Order* business, the "Quick Service" on which we pride ourselves has for some time fallen below the standard set by this house. This condition brought the "main boss" on to the job to see what was wrong, with the result that our Mail Order department has been entirely rearranged to assure a quicker handling of this business.

We can assure the trade that all orders entrusted to us will now be handled with promptness and dispatch.

The present congested condition of the railroads and the distressing service afforded by them will for a time cause some delay in deliveries. In the meantime merchants would do well to save all delay possible at the jobbers end by taking advantage of our

Quick Service Mail Order Department

LEWIS BROS., Limited, MONTREAL

OTTAWA

TORONTO

VANCOUVER

"Best in the Land—BLACK DIAMOND BRAND"



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.15 less 2%. In lots of 24, \$2.05 less 2%.

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, JUNE, 1912

NUMBER SIX

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

THE COMMERCIAL PRESS, LIMITED

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Subscriptions

Canada and Great Britain, \$1.00 a year; United States, \$1.50 a year;
other countries, \$2.00 a year

Consistency a Jewel.

The reports received from Northern Ontario of hardware jobbers entering into competition with retailers who carry big stocks to cater for the miners and contractors trade indicate how the Retail Hardware Association can be of service if properly supported by the retailers in whose interest it is organized.

Wholesale hardwaremen have a reputation for guarding their interests very closely, and many stories are told of how manufacturers are called to task for breaches of trade understanding. To illustrate the difficulty encountered by new firms it is related how a manufacturer of shovels last fall travelled many hundreds of miles everywhere hearing the same report of "nothing doing" from the jobbers called upon.

From manufacturer to jobber, jobber to retailer, and retailer to consumer is the natural course of trade. There appears to be an increasing volume of trade going direct from manufacturer to retailer, but the jobber, whether as a special brand national house or a distinct distributor, has undoubtedly a place in the economics of the hardware trade of the future.

But jobbers should be consistent. If they wish to hold manufacturers to selling only to jobbers they, in their turn, should protect their retail customers and should sell only to merchants who buy to sell again.

And retailers must learn that only through organization can they protect their interests. Through district clubs and provincial associations local grievances and legislative problems can be adjusted with much better results than by each individual hardwareman fighting his battles alone.

If jobbers persist in a policy of refusing to buy from manufacturers of high grade goods who aren't "on the inside," it is only to be expected that the manufacturer will go direct to the retailer with his

goods and, on the other hand, if wholesalers fail to protect their retail customers and have one set of travellers selling to retailers and another staff selling to consumers, the temporary increase in their sales may be followed by retailers learning from the jobbers the lesson that trade can be controlled better through organization than by isolated protests.

He who is a live association man is usually much alive in his own business.

Jobbers' Catalogues.

The problem of who should pay for the compilation of jobbers' catalogues has been much discussed in recent years. Many jobbers are content to pay for their own without asking for contributions from manufacturers from whom they buy goods. Others, however, solicit cash as well as cuts in order to have certain lines illustrated in their book.

The story is told of how one Canadian manufacturer was recently asked to contribute a certain sum per page for having his line featured in the book and how he put a stop to further soliciting in that particular care.

"Why should I help pay to run your business?" the manufacturer asked. "If I were to go to my cashier and have him make out a cheque for you I should feel it necessary to make a similar donation to other jobbers. But I'd like to know why you are getting out a catalogue if you aren't in a position to pay for it yourself. I'm willing to supply any engravings you need to illustrate my goods, but if a cash donation is necessary you can omit my line."

The rebuke was effective and it is understood that no further "donations" were solicited.

The more quickly stock is turned over the more profits accumulate. Window displays and advertising accelerate the process.

Efficiency in the Hardware Store.

That men often fail to grasp opportunities for increasing their efficiency is a fact so generally recognized that to declare it is unnecessary. To point out instances of it may not, however, be out of place. In fact to draw attention to it is advisable, for while it does not reveal a condition that is new it may serve as a stimulus to the young men in the hardware stores of Canada.

In Birmingham, England, the technical school went to the trouble to prepare a course of lectures for hardware salesmen. As no complaints have been heard in

regard to their quality it may be taken for granted that they possess merit. But in spite of this it is learned from a report of a meeting of those for whom the lectures were designed that the number of those who are taking advantage of them is not as large as the possibilities warrant.

In Canada no course of lectures specially designed for hardware clerks and salesmen is on the curriculum of any technical school, but there are not wanting opportunities outside their own immediate every-day experience for improving their minds and increasing their efficiency. And first and foremost there is the trade paper. Every clerk or salesman who is ambitious to be anything should subscribe for one or more papers appertaining to his own particular trade—the more the better. His trade paper he should supplement with technical and other good books. And the clerks in the cities where technical schools are situated should try to persuade the authorities to provide a course of lectures for their special benefit. We believe that some at least of the technical schools in Canada are not unsympathetic toward such an idea.

If there is any line of business which more than another demands efficiency in the man behind the counter it is that appertaining to hardware. To be a natural born salesman is not enough. There must be knowledge of the goods he sells. That requires time and study, and the young man who realizes the fact and applies himself to the task will not be long on the last rung of the ladder.

A note dropped into the Question Box usually produces a multitude of money-making ideas.

Guarding Against Over-buying.

There are some order takers who do not hesitate to oversell a retailer. Not being salesmen in the true sense of the word, their chief concern is in regard to the bulk of the orders they can turn in to the house they represent at the end of the trip. They are not concerned about the business of to-morrow. Their concern is for the business of to-day. There may not be many of them who are so short-sighted. But that there are some every business man is well aware.

All the blame cannot, of course, be laid at the door of the order taker. The retailer who allows himself to be inveigled into buying more than the requirements of his business demands must share in the responsibility. His business experience should fortify him against the blandishments of the glib order taker.

Buying goods and selling them are too entirely different things. To buy a line of goods at a low price is no guarantee that they can be sold at a profit, unless of course it is a line with which the retailer has already had experience.

One of the best guarantees against over-buying is for the retailer to know the requirements of the district in which his store is located. This can be acquired only after a careful study of it has been made. But that it can be made every capable business man knows.

To know beyond peradventure whether each and every new line offered will prove saleable or not is not possible. Experience will to some extent be a guide, but it can scarcely be taken as an infallible one. Where there is a possibility of its being saleable it is certainly worth while to experiment. But when experimenting it is always well to take as little risk as possible by buying cautiously so that should the line not take well the loss entailed will be small.

To put in stock that which by experience only had proved to be saleable would be a mistake. It would be an evidence of unprogressiveness. In business a certain risk must always be taken. But one does not need to overbuy in order that his progressiveness may be put to the test.

Merchants who keep their loins girt about them with modern ideas and their eye fixed on business are not likely to be stampeded by competitors.

Making a Goat of the Retailer.

A good many of the people who are advocating a lower postal package rate do so because of a desire to create a competitor of the express companies. One can scarcely blame them for desiring such a consummation. The express companies have in the years gone by held the whip handle, and like most corporations in that position, they have not hesitated to make arbitrary use of it. But the whip handle is no longer in their control. It is now reposed in the keeping of the Railway Commission, as the experiences of the past year prove. The result is that they can now no longer charge excessive rates and impose arbitrary regulations at will. Rates and regulations must first receive the "O.K." of the Railway Commission before they become authoritative.

The arbitrary conduct of the express companies, therefore, exists no longer as an argument for a cheaper parcel post. But even did it exist it could scarcely with justice be used as an argument for inaugurating a parcel postage system, the chief beneficiaries of which would be the department stores of the large cities and the chief sufferers the merchants of the small towns and villages throughout the country.

The country merchant naturally objects to being made the "goat" who is to carry on his head into the wilderness the sins of the express companies.

Even under conditions as they exist to-day many merchants throughout the country are facing a very serious condition of affairs due to the ramifications of the department stores. Naturally, therefore, they do not view with equanimity any movement which is certain to make it more difficult to hold the home trade.

There is nothing like window displays and good advertising to remind customers that they need garden tools.

What About Your Vacation?

Although summer is still lingering in the lap of a dillatory spring the time is near at hand when every business man should be thinking about vacation time.

By a little forethought one can often get a little more out of one's vacation. To start upon a holiday trip on the impulse of a moment is often to fail to get the most out of it. Before we start off we ought to have some well defined idea as to how and where we are going to spend our vacation.

Every merchant is entitled to a vacation at least once a year. And not only is he entitled to it, but it will pay him to do so. He comes back lubricated, in better running order and a more efficient human machine.

And what is good for the merchant is good for the clerk.

Two Views on Profit-Figuring Methods.

THE ONE SIDE.

A short time ago a retailer in Indiana found that after taking stock to his surprise he had lost instead of made money on the year's business.

"I started the year," he said, "with \$1,100 in the bank and a stock inventory of \$3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only \$550. Assets, \$4,550. Liabilities, \$550.

"My business for the year aggregated \$40,600. My stock inventory at the end of the year is \$3,250. My bank balance is \$600. Accounts payable, against me, aggregate \$975. I have drawn nothing from the business, except my salary of \$100 a month. Assets, \$3,850. Liabilities, \$975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent. and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

"But I find my inventory smaller, my bank balance smaller, and my debts bigger at the end of the year.

"I expected a profit above expenses of \$2,500. I thought I had that profit, but my year-end statement shows that I have lost \$1,125.

"Can you tell me the answer to this puzzle?"

In discussing this the Hardware Trade said:

His mistake was this: He took his cost of doing business and his profit from the cost price. He should have taken both from the selling price.

He has less money in the bank. He owes more. He has less stock. He has not made ten per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote, figured out the problem for him. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him \$2.25. Suppose his cost of doing business was 22 per cent. and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of \$2.25, and thought he was adding 10 per cent. for profit!

He had estimated his cost of doing business, of course, as per cent. on his gross business, or on the selling price of the article. Instead of allowing 22 per cent. on the selling price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for \$2.97 or probably \$3, when it had to be sold at \$3.31 to get 10 per cent. profit. He needed a gross business of over \$50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: Twenty-two per cent. on \$3.31 is nearly 73 cents; 10 per cent. on \$3.31 is a little over 33 cents; adding 73 and 33 gives \$1.06; adding this to \$2.25 gives us \$3.31.

The whole problem hinges here: Figure your percentages on the selling price.

THE OTHER SIDE.

A retailer who takes exception to this method of arriving at the question of profits writes:

I do not agree with all that has been said in favor of the newer method. It may be that I have not given the matter sufficient thought, but it seems to me that it is only for very grave reasons that we should contemplate casting aside a method that is in such general use all over the business world, that we should discard and pronounce worthless the commonly accepted idea that is taught in all our schools that profit (and loss) are always based on the cost. If the newer method is the correct one, we had better start a campaign among our teachers, our schools and our text books, as they all teach the older method.

The proponents of the new method do not say whether they advocate its adoption in all business that is carried on for profit or not. Ordinarily what any business man is anxious to know is, what am I making on my investments? If you buy stock at 90 and sell at 120 you have made one-third on your investment, or 33 1-3 per cent. According to the new method it would be one-fourth on your selling price, or 25 per cent.

With regard to the Indiana merchant, whom, for convenience, I shall refer to as X, I do not think it was the fault of the system used, per se, that caused X to come to grief. It is much like the case of the man who went fishing on Sunday and fell into the river. It was a very simple matter to say that the man should not have gone fishing on Sunday, and also to say that if he had not gone, he would not have come to grief, both of which statements might possibly have been correct, but they would be no proof whatever that his falling into the river was caused by his going fishing on Sunday. And so with X. It does not at all follow, because he made a mistake in figuring, that basing his profit on the selling price was the only way to avoid that mistake.

In the first place, how did X arrive at the 22 per cent. cost of doing business? He tells us that he "estimated it as 22 per cent. on his gross business." His gross business was \$40,600, or an average monthly business of \$3,550. His cost of doing business per month, 22 per cent. of \$3,550, was \$781. His desired profits, 10 per cent. of \$3,550, would be \$355. The sum of \$781 and \$355 is \$1,136, what he should have added to the cost of the goods sold during the month. Then, \$3,550 less \$1,136 equals \$2,414, cost of goods sold during the month. Now what per cent. of the cost (\$2,414) is \$1,136? 1,136 divided by 2,414 equals 47 per cent., which is what X should have added to his cost instead of 32 per cent. The rule to find rate is divide the percentage by the base, but X took the S. P., 3,550 for base, instead of the cost, 2,414, and then, to make confusion worse confounded, after finding his rate on the selling price, he "switched horses amidstream"—he applied the rate on the cost! He finds his rate on one amount, and then applies it on an entirely different amount. I wish to submit, as an attorney would say, that no system or method will bring correct results if the rules for the fundamental operation of numbers are ignored. Had X done the opposite thing, i.e., found his rate on the cost and then applied it on the selling price the result would have undoubtedly been more satisfactory, as far as the ledger was con-

cerned, but it would not have been any nearer a correct solution.

I prefer the following method. Taking the article costing \$2.25. Find 47 per cent. of \$2.25, equals \$1.06. Adding this to the cost, \$2.25, gives \$3.31, what the article should have been marked at to bring the desired results. And so with each article X had in his store. He should have marked it at 47 per cent. above wholesale cost (plus freight, if any).

Now let us compare these two methods, both of which give identically the same results, and see which is the more logical:

Cost of article, \$2.25.

Amount which should be added to this cost to cover cost of doing business and X's desired profits, 47 per cent. of \$2.25, equals \$1.06. Total selling price, \$3.31.

Cost of article, \$2.25, equals 68 per cent. of selling price. Cost of doing business, 73c., equals 22 per cent. of selling price. Desired profits, 33c., equals 10 per cent. of selling price. Now each of these three divisions of the S. P. must bear its share of the cost of doing business, i.e., 22 per cent. of \$2.25 plus 22 per cent. of 73c., plus 22 per cent. of 33c. And so with the profit rate. There is 10 per cent. of the cost set aside for profit, then 10 per cent. of the cost of doing business is set aside for profit, then 10 per cent. of the profit is set aside for profit!

My object has been to point out that figuring profits on the cost does not necessarily lead to errors, and that figuring profits on the selling price does not necessarily avoid errors.

PROFITS IN SHEET METAL PRODUCTS.

The hardware dealers and sheet metal workers are the logical retail merchants for standard sheet metal products, such as steel ceilings, roofing, ridge roll, conductor pipe, eavetrough, black and galvanized sheets, tin and kindred building specialties such as metal lath and various sheet materials for reinforced concrete construction.

Many dealers who formerly carried in stock quantities of steel roofing, eave trough, conductor pipe, etc., have been disheartened because of the disregard of good trade ethics by short-sighted firms. Conditions are now more favorable for the handling and stocking of a good line of sheet metal products, however, as the tendency amongst manufacturers is to co-operate in creating a demand for their products rather than to secure business by price cutting.

Near Delhi, India, stands an iron monument older than written history yet in excellent state of preservation. It has been referred to as an example of the service that may be had from carefully and properly made iron products. Dealers can secure sheet metal products that are properly made and at moderate cost which will give satisfactory service and win confidence. The production of sheet metal products that give the service of old time irons and possess splendid working qualities has opened a new field of possibilities for the middlemen who will profit by selling these desirable products that fit in with their other lines.

There are several important features that must be considered in the production of a good material that will give the desired service yet remain within the range of moderate cost. The raw material must be carefully selected and the purity considered, but the sheet metal which gives service must also be properly made so that the elements are evenly distributed to

avoid electro-chemical action which produces corrosion. Sheet metal in addition to being manufactured from good raw material and produced with modern care and equipment requires proper heat treatment to insure an even structure that will relieve the stress (strain) resulting in the process of manufacture of sheet material.

Every dealer who handles sheet metal products or kindred lines should understand that any product made from an iron ore base will rust, but rust on a properly made sheet metal is evenly distributed over the exposed surface and acts as a protective coating rather than a dangerous disintegrating influence.

The cheap light-weight sheet metal products that have done much to injure the trade and destroy confidence in this class of material possess a high percentage of phosphorus, carbon, manganese and sulphur. These elements are called impurities though they serve a purpose in iron and steel when used in the proper quantity and evenly distributed so that electro-chemical action will not occur between the points where these elements are bunched and produce pitting.

The destructive and improperly made iron and steel products to-day is not rust but corrosion, that is pitting or destruction at the points where the impurities are bunched. The success a dealer will have in building up a good sheet metal trade and increasing it from year to year will depend on his selection of the right kind of sheet metal products.

Regardless of past experience with sheet metal work, every dealer owes it to himself and those dependent on him to broaden his range of possible operation which will increase his business. Do not forget the necessity of guarding carefully the buying end of the business, because it is essential that a dealer give his customers value for their money to retain patronage and increase trade.

Sheet metal products can be properly made to resist the atmospheric conditions of actual service and these are the ones that will make a lean business profitable, a disheartened dealer courageous and fit him to grasp the opportunities within his reach by getting and holding trade in his territory which would otherwise go to the slater, tile roofer or the concrete worker.

AN ILL-ADVISED DISPLAY.

A hardware store in Galt recently had the upper portion of its windows filled with circus posters. Another hardware store a few doors away, had a very elaborate paint window display, one of the attractive trims supplied by paint manufacturers being used. Which window is likely to draw most customers to the store, the unwashed and mud-splashed window with the circus posters or the neatly decorated paint trim?

There is money in store for the dealer who takes advantage of the efforts that are being made to exterminate the pestiferous house fly. Screen doors and windows and instruments of extermination will sell well with those who have their stocks well equipped.

Business and Store Management

HOW HE SOLD LAWN MOWERS.

A traveller for a manufacturer of lawn mowers recently related the following:—

"One day, having a sample of our ball-bearing with me, I explained its simplicity to him and made the assertion that 95 per cent. of the retail dealers selling ball-bearing mowers were unable to tell their customers off-hand how to take up the wear in the bearings. I also explained how necessary it was that this should be attended to. He saw at once how he could make use of this information to his advantage and while he was not favorably inclined to ball-bearing mowers, he put them in stock. In selling them, he would take a mower, loosen up the bearings and make his customer readjust it. He would then send the customer across the street to his competitor to learn how they adjusted theirs. He said they all did more or less "shopping"

If you don't sell your lawn mowers when the grass is green they'll cut down your profits during the cold storage season.

before they bought, and he felt quite confident they would come back—which they did. To his inquiry whether they had learned anything further about adjusting ball-bearings, they invariably answered "No," that some dealers would try to remember what had been told them while others looked for the printed directions which came with the mower, would read it to them, but could not explain it.

"That season he sold 69 ball-bearing mowers. The following year his competitors refused to sell ball-bearing mowers, saying they were no good. When he learned this he gathered together all the data available pertaining to ball-bearings for all kinds of work, embodied it in a half page display advertisement in his local paper with such splendid results that he sold nearly all the mowers bought that year in his town."

SELLING LAWN MOWERS BY MAIL.

Every practical hardware dealer should have a good live mailing list on file in his office. You can use it in a great many ways, but particularly for booming your lawn mower business. You will also find that the up-to-date lawn mower manufacturer with his usual liberality will often come to your aid and assistance. He will at least furnish you with some advertising matter for the circularizing of your mailing list. In some cases he will do more than this. One large lawn mower manufacturer makes a specialty of working on the names of property owners furnished by his customers. These names are followed up by the manufacturer with carefully typewritten letters and other advertising matter, and those to whom the letters are sent are directed to the dealer's stock. This method

of mail-order solicitation has proven very effective and when backed up by the merchants themselves is bound to bring splendid results.

If you are a wise dealer and want more business there is no reason under heaven why you should not have it. But in order to get it, you must do more advertising—more letter writing. Keep tab on every prospective buyer until you land him or know the reason why.—D. H. Dirhold.

AUTO SUPPLIES IN HARDWARE STORES.

With the increasing use of the automobile for both commercial purposes and for pleasure the thoughts of a good many retail hardwaremen are no doubt turned to the consideration of the possibilities of handling automobile supplies.

There is much in the numerous articles entering into the composition of the auto accessory line that would not interfere with the regular stock and business of the conventional hardware store. Clothing, for instance, could be handled in connection with fishing or hunting apparel without entailing any great amount of extra space, to display it, or in which to carry a stock of it. Such things as gloves would fit in nicely with the other lines of gloves in the store, and so would goggles and leggins and dusters and other articles that might be mentioned.

Take gasoline, while dangerous to handle, if a store has the out-of-door facilities for carrying it, it can be carried for the convenience of the autoist, who, once in the habit of replenishing his tank at your store, could be expected to make more frequent visits to it in the future, if he was sure of such accommodations at all times.

There are countless small articles in the line that might be handled with a profit and, being sold to a class of people who have the money to expend on things of an amusement character, it gives the enterprising dealer who figures on such things, a chance



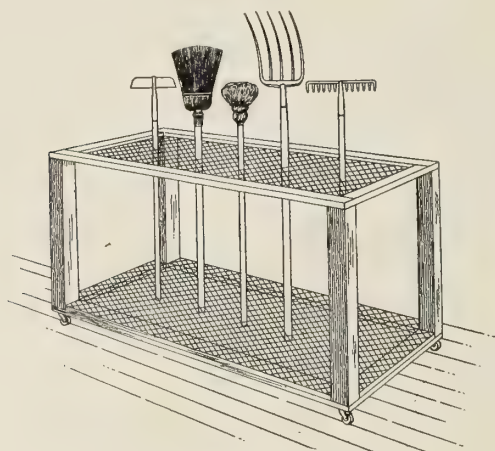
Store of John Bailes & Sons, Oshawa, Ont.

to get next to some trade that he might not otherwise be able to interest in his store. The more folks you can get into your store on any pretext, the more probability there is that a sale will be made and the resultant profit that you are after is secured, and that, after all is said and done, is what you want to get.

So if you have the space to handle the stock, figure on what you can handle to advantage, in the way of auto supplies, especially in a city of more modest proportions than the large metropolitan centers. The way autos are coming into vogue, there would seem to be unlimited possibilities in the business, and if your store should happen to be the only hardware store in the community, you have an extra reason for planning such a policy in the store. Don't wait until your customer puts in a stock, but do so yourself right now.

POST CARDS WITH HARDWARE.

There are not many hardware stores that handle post cards, but McGregor & Co., Caledonia, Ont., carry a nice assortment and find it pays. "The reason we keep them," said Mr. McGregor to the Journal, "is that when we put in our first stock, there was no person else in the town selling them. Now, there are several stores, but we still find we sell quite a lot and keep a small, but well-assorted stock. Besides views of the town, we show a few comics and general lines."



A home made portable display rack

Why should not a hardwareman in a small town carry a line of cards? It is not necessary to lay in a large stock and the cards taken up very little room. A small revolving display stand, capable of showing 50 different cards, does not occupy more than a foot of space on the counter or on top of a silent salesman. People while waiting to be waited on, or for a parcel to be done up, look around the store and when they see a small display, it suggests a purchase.

A GOOD SAW SELLING SCHEME.

Modern department stores sell almost everything, but Bernheimer's of Baltimore is the first one we have heard of selling used railroad ties. Recently they had a display in which a boy was posed with a big saw with which he was performing an operation on an old railroad tie laid across a saw buck. There were other ties lying around and in front were a dozen or more bundles of wood with the sign, "This pile of

wood represents the contents of one tie, sawed and split." The ties were sold for 8 cents each. There were also tickets on the saw, buck and axe. A newspaper ad had the following to say:

"Bernheimer finds you are paying too much for your kindling wood; he also finds that your boy needs exercise; for this reason we call these railroad ties

BERNHEIMER'S BOYS' PLAYGROUND.

"Let your boy saw and split them. It's a good exercise and profitable, and you will find it besides a great money saver. Used railroad ties, 8 cents each. We know that upon sawing and splitting them you will find your kindling wood to cost you one-half and perhaps less than you are paying now. We also have the saws, bucks and axes at Bernheimer's well-known low prices, and if not satisfactory after trial your money back and everything sent home, no matter how cheap we sell it."—Merchants' Record and Show Window.

SELLING REFRIGERATORS.

By A. W. Sherer

There is no one article which can cause the hardware dealer more trouble than a refrigerator which "goes down" on his customers. As refrigerators are subject to much abuse, and even high grade refrigerators, if handled without proper care, will not give satisfactory service, it is not worth the time of any hardware dealer to handle a cheap ice-box. In the first place, there is not enough profit; in the second place, there is too much trouble involved.

It is necessary, in order to sell a high grade refrigerator, and get the right price for it, to handle an advertised refrigerator, so that it will not be necessary to spend a great deal of time in an endeavor to establish confidence in the refrigerator in the mind of the prospective buyer.

If you handle a high grade refrigerator which is advertised well, a good part of the work has been done for you, for intelligent people nowadays have confidence in an advertised article, for they know that if an advertised article is not as represented they have recourse to the man who sold the refrigerator and he in turn to the man who advertised it. Also, no manufacturer, whose goods do not come up to the statements regarding them, can find a place in the present-day standard magazine.

STEEL BINS.

Steel bins are coming into favor for storing small stock of every description in bulk. Hardware dealers and other merchants are using them, while they are being introduced into many factories where it is essential that small parts be kept conveniently at hand and in fireproof receptacles. The handling of these commodities is a legitimate field for the sheet metal contractor.—Sheet Metal Shop.

Carbon deposits which blacken a gas mantle can be removed by burning a little common salt on the burner.

The employer who gets the most out of his help is he who takes them into his plans and allows them to share in his successes.

Unique Floor Display of Paint

Herewith is shown two illustrations of the interior of the store of J. W. Richardson, North Bay, Ont. No. 1 gives a general view of the interior with inset in the upper left hand corner showing the front of the store and its admirable location next to the post office.

The feature of the interior, it will be noticed, is a floor display of Lowe Bros.' paints. The display is arranged on a platform. Illustration No. 2 gives a close view of the display, thus allowing the details to be studied. The display naturally attracted a great deal of attention.

A line of fine chinaware is displayed in a silent salesman on the right side. Linoleum and window blinds are also carried in stock and both are said to be very profitable. Samples of the latter, it will be noticed, are suspended from the right hand side of the store.

Mr. Richardson has a mailing list of about three thousand names and he does a considerably large business in paints. The store is neatly arranged with metallic ceiling and office at back. Upstairs is used for storage. The "Jewel" stoves and ranges, shown in the illustration, are made by Burrow, Stewart & Milne, Hamilton.

FIVE-CENT BARGAIN CUSTOMERS.

"Is a 5, 10 and 25-cent counter a good thing for the dealer in a small town?" was the question asked at a convention of retail merchants recently. The general opinion seemed to be that it is a paying proposition, as it acts as a magnet to draw the people and especially the women into the store, where they have the opportunity of seeing the other merchandise that the dealer has for sale.

To make this department a success the dealer must go after it right. He must make it a leader and have only one price for each counter and stick to that. On

the 10-cent counter, for instance, nothing must be sold for "3 for 25," but the price must be "10 cents straight."

Then an effort should be made to get the mail order buyer to come into the store to see the bargains you offer on this counter, giving you the opportunity to go after him on other things to advantage.



No. 2.—The floor display at close range



No. 1.—General view of store interior with floor display of paint in centre. Note inset of store front in upper left hand corner.

Hints on Selling Fishing Tackle

The hardwareman who sells fishing tackle should as far as possible place that particular branch of his business in the hands of a clerk who understands tackle as well as fishing.

The importance of this may be gathered from the experience of a writer in Hardware Trade. He had been spending a few days trout fishing. A store he visited in search of tackle had an excellent stock, well displayed and taken care of. But the people in the store knew little or nothing about what was needed to lure the big fellows.

A walk down the street resulted in the discovery of another and smaller store, with a poorer stock, not as well displayed, but the man behind the counter knew his business. A few questions brought out all the information desired about where to go, what to use and how to use it, with the result that about \$5 changed hands, and if that town is visited again, the same little store will get the trade.

This shows that it is worth while to have some one who is a fisherman in charge of the tackle department. The stranger knows not where to go or what



JOS. BAILEY

Who has recently left the employ of the McClary Mfg. Co. to enter the real estate business in Calgary. Mr. Bailey has been in the employ of the McClary firm for over twenty years, the latter part of which he has spent as foreman in the Japan shop. Before leaving for the West, the other members of the department gave an "At Home" in his honor and presented him with a handsome travelling bag.

to use in that particular locality and a few hints will be appreciated.

Make Friends.

The fishing tackle dealer should be on good terms with the local hotel keepers and livery men, so that when a fisherman comes to town they will refer him to the merchant for tackle and information. This kind of help is valuable as the stranger is the most profitable.

A number of merchants in the vicinity of famous lakes have inaugurated contests for the largest fish caught during the season, providing the fisherman registers his name and address at the beginning of the season, or before he makes his catch. This will serve to bring people into the store and gives the dealer a chance of making his silent salesmen work.

Whenever an exceptionally big catch is made, a picture of it and the fortunate owner can be placed in the window, with a few words stating that tackle fit to catch such beauties is on sale inside.

There are endless ways in which the fisherman's trade can be attracted. The catchers of the finny tribe are enthusiasts. They talk "shop" all the time and tell each other what they use to get the "whoppers" and where they bought the tackle.

Value of Reputation.

The reputation for being headquarters for fishing information is worth many dollars to a dealer. In one town a man who is a fishing "crank" of the first water has a store in which he sells practically all the tackle in that part of the country. He sells little else, but makes a good living because he is an authority. Before he went into the business, he was a gentleman of leisure, but loss of his money compelled him to go to work.

In spite of the fact that there are two hardware stores in his town, carrying fishing tackle, he opened up an exclusive store some years ago. Now the hardware men sell practically nothing in that line, for no other reason in the world than because that man is an authority on the subject of fishing.

Had either one of them been properly posted and able, by his knowledge of the game, to hold the trade, this man would have had mighty hard sledding.

There is fun in this line as well as profit, so the suggestion is made that the hardware men see to their fences, so that the druggist or other dealer does not undermine what ought to be a good business.

PRIZES FOR BIG FISH.

A hardware dealer who handles fishing tackle in a town noted for its trout streams, provided, according to System, a large book of registry in which he recorded the captures of large trout, the date, place, weight and length of the fish. Incidentally, he described the bait, tackle and rod. Each purchase of a dollar's worth of tackle from the dealer brought the customer a membership card in this "club," and gave him the privilege of registering his killings. No fish under one pound could be registered, but every effort was made to secure registry of all fishes over that weight. A prize of ten dollars in gold was offered each season to the fisherman catching the largest fish, and another prize of the same amount was offered to the angler who made the largest total season's catch.

Vanity and curiosity were both appealed to in this contest, which proved highly profitable to the tackle department. It stimulated rivalry between the local sportsmen, many of whom, eager to keep posted on the latest records, called at the store frequently to consult the records. Many townsmen were thus persuaded to buy from this dealer not only the dollar's worth necessary for the membership card, but practically all the tackle they needed. The semi-yearly balance sheet told the story. Not only did the tackle department show twice the business of any period previous to the inauguration of this scheme, but a goodly increase in other lines was recorded as well.

We have fishing tackle both for men and boys.
Consult our expert.

Suggestion for Window or Interior Card

Window and Newspaper Advertising

A Novel Window Trim

By H. L. Cohen.

All that is necessary for this trim is a small fan motor, the kind that has six-inch blades, a small kitchen colander or strainer about six inches in diameter and a Dover egg beater. Fasten the fan to a pedestal, take the blades off and swing the motor up so the shaft is perpendicular. Now you must use a soldering iron or go to the tinner. Solder heavy strips of tin to the bottom rim of your colander, which act as legs for it, place the colander on the fan and punch a small hole in the bottom just the size of the fan's shaft. This will allow the bottom of the colander to rest on the fan motor, with the shaft protruding through about one-half inch. Tack the strips of tin to the top of the pedestal to make the colander rigid. Now file the bottom wire of the egg beater in half, separate this wire from one of the blades and solder the two ends to the bottom of the strainer. This leaves one blade of the egg beater without an axle, and this axle is supplied by the fan's shaft, which is soldered to the blade. It may be necessary to brace the top of the egg beater. This can be done with a rigid wire. Start the motor, and the blades of the beater spin around in fine shape. Drape the base with crepe paper to conceal the motor. Then pour wax in the base of the strainer to fill the holes, and you are ready to put in a thick solution of soapy water which makes a creamy batter and people think it's the white of an egg. I trimmed the rest of the window with goods having specially attractive prices and a neat sign:

"Look at our prices. They 'BEAT' all competition!" carried the whole idea out completely and successfully.

This is a very simple stunt and can be made in a short while by anyone handy with a soldering iron. It is applicable to almost any line of merchandise.

HOW TO PHOTOGRAPH A WINDOW.

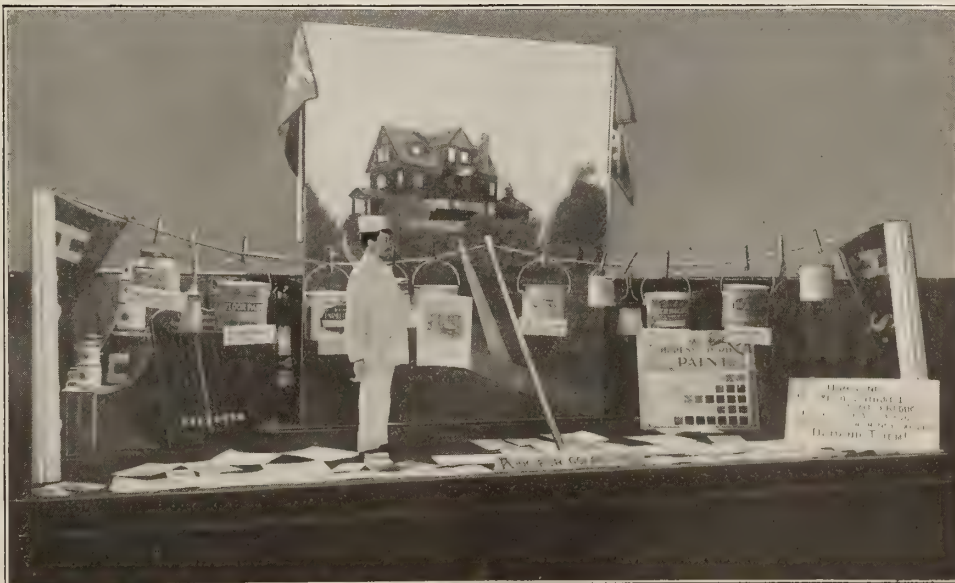
Get two poles, each a little longer than the height of the window. Then cut strips of black cloth a little longer than the window is wide (lining cambric or calico will do), sew together and tack upon the poles. Now you have a large, black screen to cut off all reflection from across the street. Cut a hole in the cloth for the camera, get two boys to hold the screen and you are ready to take the photograph.

Best results in day-time photography are obtained in the early morning of a clear day or at the time when the window receives the greatest amount of light. Pictures of strongly illuminated windows may be taken at night by the use of an explosive or flash. In this case the film or plate should receive an exposure of from ten to twenty-five minutes to bring out the greatest amount of detail.

Have all lights in the windows well shaded and as high up and near the pane as possible. This will bring out the contrast between shadow and high light, making your picture many times more effective.

A DISPLAY THAT "CAUGHT ON."

P. Hymmen & Co., Berlin, had a fine window trim of refrigerators and gas ranges the week of May 13, white cotton being used in the floor and the window, while a ceiling of the same material covered in the goods displayed. A large show card offering a cookbook free attracted the attention of the women passing by.



A Unique Display of Lowe Bros. Paints

Lighting the Show Window

By Harold Cantwell

The progressive merchant of to-day must be continually alive to the changing conditions of this progressive age. It is this type of merchant—alert, keen and quick to adopt every improvement or device which will improve his business or facilitate its administration—who is usually found to be successful.

Humankind, as a rule, however, are creatures of habit, and once a habit is formed it is with difficulty that one gets out of the ever deepening rut.

Too many merchants are satisfied with the old ways of doing business. They are satisfied that they do not know of a better way, or else do not fully realize the benefits which should be derived from making a change.

Telltale Show Windows.

The best informed among the trade, whether they be buyers or sellers of merchandise, are quick to discover, even by the show-windows which line a business thoroughfare, which of the establishments back of those show windows are progressive and which are not. Even the shopping public is able to discriminate in this respect; in fact, the average shopper does thus discriminate, even though he or she may not be conscious of the fact.

The average merchant is not alive to the possibilities of high-class scientific window lighting and to the improvements in show window lighting which have been made within the last two or three years.

Most retailers, however, are more or less cognizant of the immense advertising value of the show window, which is evidenced in numerous instances by the elaborate fittings which characterize modern display windows, and also by the constantly increasing demand for thoroughly competent window dressers.

Eloquent testimony to the merchant's appreciation of the advertising value of his window frontage is shown in the frequent alterations of old-time storefronts, involving in many instances the sacrifice of beautiful monolithic marble columns and other artistic and massive structural features, in order to gain a few more feet of window space.

Making Windows Doubly Attractive.

That a show window attractive by day can be made doubly attractive by night is realized by some concerns, but few merchants are fully aware of the possibilities of staging this effect to the best advantage and with the minimum cost of maintenance. It is now coming to be more generally recognized that the window display can best be brought out in sharp relief by focusing the light upon the merchandise, and, at the same time, without the light source being visible to the eye.

It is a well-known fact that visual acuity is lessened by the eye being directly exposed to a brilliant source of light, and that details clearly discernible with the source shaded are frequently lost and always dimmed when a bright light is directly exposed to the retina.

Light Glare Blinds Vision.

The explanation of the phenomenon is simple; the pupil of the eye requires time in which to accommodate itself to a strong light and is, under that light, unable to at once clearly distinguish details. A person looking in the direction of the sun is unable to distinguish

details until the eye has accommodated itself to the glare which confronts the retina. Persons accustomed to motoring at night will recall that, by means of the illumination of the usual acetylene lamps, objects in the road ahead are clearly visible, but when approaching an arc lamp these same objects become less prominent and at times almost invisible.

This result is not brought about because there is a lessening of the illumination, but the objects appear less distinct because the brilliant illumination from the arc light is in the direct line of vision and there is a partial blinding of the vision.

An important factor in the effectiveness of an evening display is found in the distribution of the light in such a way as to materially affect the tone of the illumination. Many a show window is well lighted in the front half, while the display in the back of the enclosure is in comparative shadow.

Avoid Light Streaks and Shadows.

Frequently these conditions are reversed, with an excess of illumination in the rear of the window and a low degree of intensity at the front, near the plate glass. The window that is ideally illuminated is the one in which there are no light streaks or shadows.

Because the average merchant has given little attention to the matter it is difficult for him to realize what a slight variation in a reflector design will bring about in the way of improved illumination for his window display. A small difference, however, in the design of a reflector will frequently effect a considerable difference in the window illumination.

What Reflectors May Do.

Take, for instance, a window ten feet high, at the top of which is a reflector with the planes or panels set at slightly varying angles. Two rays of light from two of these panels may, at a distance of twelve inches, be only an inch or two apart, but when these rays reach the floor, ten feet away, they will diverge to a distance of several feet. The slight tilt of a hand-mirror reflecting the sun's rays and the wide arc of the resulting beam of light aptly illustrate this point.

It is possible, when given the exact dimensions of a window with the exact position where the reflector must be placed in that window, and the height to which the goods are generally dressed, to design a reflector that will distribute the light so that it will exactly and evenly cover the goods on display, and the goods only. The sidewalk and top background of the window will be left in comparative shade, thus giving conditions most favorable for focusing attention where desired, namely, on the goods displayed.

Reflectors are now available which are made of cold-drawn bronze and other materials and in fancy or simple moldings, thus serving as ornaments by day and adding materially to the beauty of the transom as viewed from within the store.

The Nuisance of Back Reflections.

A fault generally found in otherwise good window lighting, and one which can be easily overcome, is the annoying back-glare of the lamps and reflectors in the polished back or mirrors of a window and frequently upon the glass above the lower background.

If accurate data as to the details of a window are given to the intelligent manufacturer of reflecting devices it is a simple matter to construct a window reflector in such a way as to entirely overcome these back objectionable reflections.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

Positive Side of Advertising*

By J. F. Wildman.

I feel a sense of responsibility in addressing you even at this time on a subject of importance to us, and the title is "Making Ends Meet," or "The Positive Side of Advertising."

Men all over the world are coming to realize that the positive thought is the best to build on, and likewise it is the most difficult to live up to.

A short time ago I was very much interested in watching some workmen under skilled direction filling up the gap in the side of a noble old tree. The decay would soon have ruined the tree unless stopped, so it was carefully cleared of rotted wood and other deliterous matter and filled with cement. When the job was completed, it was really wonderful how man had helped nature and prevented the rapid utter destruction and prolonged the life of the tree.

We thus find various professions which are devoted to helping making ends meet in this artificial age in which we live. The oculist steps in with science by

Mr. J. F. Wildman, whose address is herewith published, is general manager of the Office Specialty Manufacturing Company Limited, and on May 14 completed 25 years of service with that concern, which was made the occasion of a fitting testimonial from his staff.

helping vision where nature has failed, even to the extent of providing a perfect orb pleasing to look at even though there is no sight in it.

We are all in a way dependent on outside agencies for almost every thing we have and do. Hence advertising is not only possible but positively necessary, to point out and show "where" and "how" and "what to do." A great many ads are educational through intent. The literature in them has a technical value not found elsewhere. Most catalogues are real text books, full of information on the articles they list and describe, consequently they are of great value, much more than is ordinarily appreciated. It is not long since a catalogue simply consisted of the picture of the article, a very brief and inadequate description of it, and possibly the price. This idea is still held to by many concerns, but to my mind the catalogue which is the most successful business getter is the one which is positive in the description, accurate in the reproduction of the articles and clear and concise and easily understood even by inexperienced persons. This is the positive side of advertising. We are surrounded on every side by artificial and mechanical aids to assist us in our daily work and play. In fact, we are accustomed to the tools of modern use that we do not consider them at all and very frequently use them without being conscious of the assistance they are rendering to us.

*Part of an address recently delivered before the Toronto Ad Club.

The man who makes ends meet by using his brain and paper and pencil uses in the first instance that which was born with him, but in the second and third instances that which is the product of many brains. And usually each individual, therefore, has a preference for a positive kind of pen or pencil and paper.

Glancing back to the primeval period in the world's history we find that the savage man, who for weapons hurled the stone and wielded the club, or later on aimed the arrow, and then advanced to the blunderbus, and in our year we have the automatic gun. Each used the aid in offensive or defensive which was the best product of his time, and we may be sure that the savage selected the stone or the club or the arrow with the best knowledge at his command, even as the crack shot of to-day selects his rifle. The knowledge which showed him the best kind of stone to use may have been gained through experience, but it was probably gained through the advertised fact of the stones which

Spring Cleaning Goods

Step Ladders
Curtain Stretchers
Carpet Stretchers
Washing Machines
Wringers
Liquid Veneer
Liquid Glue
Cocoa Door Mats

Ready-to-Use Bugy Paints
Bijou Varnish Stains
Aluminum Paint
Paint Brushes
Varnish Brushes
Scrub Brushes
Kalsomine Brushes
Hair Brooms

ELEPHANT Ready Mixed Paints
ELEPHANT Ready Mixed Floor Paints

A PANDORA RANGE

Which will give good service, a happy life, and at small cost for fuel.

G. Henderson

Plumber and Heater.

Hurontario St.

Not a badly arranged ad. but its effectiveness would have been enhanced had larger space been used in order to allow prices to be given in the list of spring cleaning goods advertised. The reproduction is rather smaller than the original.

other savages hurled at him, or the Indian in his turn probably examined with great interest the arrows of the rival tribe and thus bettered his own product in arrows.

All information passed on to others by word of mouth or other channels becomes multiplied according to its utility and the vehicle used to disseminate the information.

So we find in just proportion that we can attach, apply and use outside helps as auxiliary agencies to our own use and under the direction and control of our own trained will, and it is in this positive use of advertising that we tell to others the utility of our

goods and attain success in the sale of them to others whom they will benefit. To my mind, advertising is the third side of the pyramid, the two other sides represent making and selling.

Without advertising the pyramid is not complete. We, therefore, see how very important it is to be informed in the most direct way possible on all the mechanical means of making goods in shorter time and on better quality, of doing more work in a shorter space of time, and reducing our costs of production. We get this information through advertising. We read advertising because it gives us the information or should give us the information that will enable us to judge quickly and accurately the usefulness in work of the article advertised. Advertising is the world's greatest index. Yet, it is more than the ordinary index, as the description in the advertising gives us the information about the article as well as attracts our attention to it.

I recently called in at an evening party of ladies and was asked to join in a game of naming ads, which were pinned on to the walls and curtains; the names of the firms and articles were cut off or obliterated from the advertisements, which were mostly full pages taken from the leading weekly and monthly magazines. They were conundrums alright. And it struck me

You Can't Miss "Ashdown's Hardware" Now!

Because it's the brightest and most attractive hardware store in Calgary Either inside or outside you will find this the most pleasing retail hardware in the west. Trade where the crowds trade.

<p>Lawn Hose. A full list of sizes and the best quality, 10¢ to 25¢ foot.</p> <p>Lawn Mowers. The best of Canadian and American makes, \$4.25 to \$16.</p> <p>Stoves and Ranges. Made to wear and always give service. Prices \$17.50 to \$61.</p>	<p>Garden Rakes. Malleable or steel, 12, 14, and 16 teeth, 40¢ to 90¢.</p> <p>Garden Hoes. All styles and sizes. Each 40¢ to 60¢.</p> <p>Tools. The largest and best assortment in the west. We satisfy every mechanic.</p>	<p>Wall Coating. Everyone likes Dutch Ragumine, 8 lb. package 50¢.</p> <p>Paints for All Work. We supply the correct grade for every job.</p> <p>Cutlery. You can find what you want here, whether for personal or home use. Prices low.</p>	<p>Fencing. If you want a really attractive wire fence use our "Swelone" style.</p> <p>Fence Gates. These are sold in sizes for small or large openings, very strongly made.</p> <p>Sporting Goods. An assortment which cannot fail to please. 2nd floor.</p>
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ASHDOWN'S, The Hardware Which Offers Quick Service

A good advertisement both in matter and style. The original was 6½ by 4 inches

that they were not positive enough to enable one to give the name of the firm advertising.

Now, if these advertisements had been more positive in their descriptions of the article advertised, I could have named probably 90 per cent. of the articles and the firms who had paid for the advertising, which proves that there is too much stress placed on the head line and the firm name. The descriptive matter in advertising should not be regarded simply as a fill-in between the heading and the signature, but should be so worded that when the surrounding scenery, so to speak, was removed that the article would still be known.

Advertising pays. I believe in right advertising and I believe that we are only beginning to realize the power of advertising. I do not need to be told to eat, but the bill of fare and price does concern me. Why? Simply because it names the different dishes and directs me what to ask for. If the bill of fare is honest, it tells me what I am to get and what it will cost definitely and positively. If it is not honest and I do not get the food which the bill of fare leads me to expect, then I am dissatisfied and disgusted and I will return no more to that place.

The old order changeth. Now-a-days, we are turning the biggest opposition into the greatest of our

helps. Witness the Falls of Niagara harnessed and its power of fall lifting you up Yonge Street on a street car or up the elevator of our highest buildings, and also lights your way at night. We are now as never before capitalizing apparent impossibilities, so that failures and obstructions are being turned into achievements, and instead of side-stepping the obstacle we come over it and overcome it.

Advertising Must Have Ideals.

Our ideals must always be higher than our present attainments to be of any real value to us. One writer has said, "Ideals are like stars." You will not succeed in touching them with your hands, but like the sea-faring man in the midst of the ocean, you choose them as your guides and follow them until you reach your destination. In advertising this also applies. Some of our best prospects we see at first in faint prospective and after a time (sometimes a long time after), we reach the objective.

I stated a moment ago that we must have advertising ideals; I repeat it, and will add high ideals.

These high ideals force product to higher and yet higher standard, as product must live up to the advertising description. Is that not the positive side of advertising in making ends meet?

Some one has said that "like faith, advertising without works is dead." To succeed there must be co-operation. The heads of many firms, I fear, regard the advertising man in the same manner that the organist regarded the boy who pumped the organ and was very much interested in his job. One day, during a practice he ventured the remark to the organist: "We made some good music last Sunday." "We," scornfully said the organist, "I play this organ, what have you to do with it?" The boy said no more until the middle of the voluntary the next Sunday when he stopped pumping. The organist in great excitement called out for him to pump up. The boy looked at the organist and said: "Say, we play the organ," and the organist was forced to admit the fact.

The spirit "we do it" in any firm means much in "Making Ends Meet." Some years ago I was asked to give a little talk on business and my text was the four words: "Ask Enough. Give Value." In our Great West they are certainly following that plan in real estate with good effect. Out there they buy a tract of land, set a price on it and then proceed to make the land worth the price. There in the East we buy land and wait until the surrounding land makes it worth the price, which is never set until the sale is in sight.

"Ask and ye shall receive, seek and ye shall find, knock and it shall be opened unto you," was never truer than it is to-day.

We come to appreciate things by knowing them. How important, therefore, that they are made known in such truthful way that they will not only obtain but retain confidence. The best of all trade is confidence and to that end advertising must be honest. The goods and service must back every word of the advertisement. As S. G. Dobbs so clearly stated, we must have clean advertising. On the old principle that "a man is known by the company he keeps," so will ads be associated with other advertisements. Ad men can, if they join forces, direct the advertising policies of the mediums in the right channel. Do not tolerate detrimental or dishonest announcements and there will be character, confidence and interest in all, which will help in raising the standard for better advertising.

Salesmanship Essential to Success

SELF RELIANCE STIMULATES EFFICIENCY.

By Carl C. Wert.

Do you ever stop to consider our lives are built up of the little things we do? We are all builders. If we fall into bad habits, we will find them hard to put aside later.

Every man has some inclination to enter business for himself. Necessarily his schooling must be along lines that will bring success. Mediocrity seldom receives recognition. One must be above the average.

We all know that good habits are acquired. But we take to other habits as naturally as a duck takes to water. We see our mistakes, but do not put our will power into action. We should live up to our convictions. Certainly we are all able to discern the difference between good and bad business judgment.

Each day our building should be better. We should first know ourselves and then study the surrounding conditions.

I once heard a story that made a lasting impression upon me; as for the truth of it I can not vouch, but as to the story, I am sure you will derive some benefit from it.

There was a father whose daughter married a contractor. The father decided to build a home in a nearby suburb, and, of course, gave the contract to his son-in-law. This dutiful son-in-law saw where he could use some inferior material, thereby making a little money on the side. After the house was completed, the father was called in to see the work, and as far as he could see it looked good to him. "Now, John," he said, "I have been wanting to do something for you and Mary."

You know the rest. This son had been building for himself and could have put the best of material into the house, but he had cheated himself. How many of us are putting cheap things into our lives? Each bad habit of salesmanship is a bad plank in our work of building.

Good habits bring happiness and smiles. I think one of the best habits to form is to wear a bright smile. A pleasant face helps to make a sale. A listless, morose salesman, void of happiness, is often so far away from his work that he misses the opportune time to close a sale.

We should give our undivided attention to our customers at all times and get in the habit of reading character. Eventually you can classify. You will be surprised at first to see how much alike "we mortals be."

In order to do this effectually you must give each sale careful study. I mean by this, reason with yourself how did you make, or lose, the sale? Work these things out for yourself. Do your own thinking. Do not depend upon the other fellow. He may be wrong.

A CLERK WHO MADE GOOD.

How an intelligent and progressive clerk can be of assistance to manufacturers is illustrated by a story told by a Montreal hardware traveller. The clerk

was progressive and held a responsible position in a good hardware store. He was open for ideas and suggestions from the salesmen who called to sell goods, and where an article had merit he put his whole energy into pushing the sale of that line.

The travelling representative of a Canadian manufacturer of saws got in touch with the live wire clerk and impressed him with the high quality of the steel tempering and workmanship in his line of saws.

The clerk received an offer of a better position in another store. He accepted and before long became buyer for his new employer, and knowing the value and quality of the line of hand saws he had sold in his previous position, it was not a hard matter for the saw salesman to induce the new buyer to stop his line and give it precedence over the line which had been formerly handled.

The clerks are not only the merchants of to-morrow, but if they are progressive they can acquire much information while still working as juniors that will ultimately be of great value to them.

PLAY THE GAME FAIR.

That it pays to play fair at all times is proven by the experience of the sales manager of a Canadian saw manufacturer's plant who recently attended a card party at which some valuable prizes were offered. In the course of the play, the saw manufacturer noticed that a salesman who had been selling supplies to his firm was doing some unfair scoring. Becoming convinced of this, the saw manufacturer's representative figured it out that if the travelling salesman would not be straight in a card game, he could not be depended upon in a business deal. On his return to the factory, therefore, he investigated the purchases which his company had made, and his suspicions were proven to be well founded. The result was that the concern represented by the sharp card player was stricken off the list of firms from whom the saw manufacturer bought supplies.

Honesty and fair dealing will win out whether in private or business life and the travelling salesman or retail store clerk who wishes to succeed in life can draw a moral from the instance related.

FILL THE ORDER AT ALL COSTS.

If you find it necessary, when filling an order, to use a better article than that called for, never let the customer know you are cutting the price. If you do, you'll have him come back at you and want you to do the same thing over again. Take wall paper, for instance.

Suppose a man orders several rolls of a cheap grade, and on filling the order you find you are one or two rolls short. It will not do to fall down on the order, and it is unlikely that the customer will pay the higher price for a better grade in the same pattern. Therefore it is better to take the required amount from the better stock, fill the order and say nothing about it.

Card Writing Suggestions

By Charles A. Miller, *Spatula Publishing Co.*

Surprising results obtained through practice—Conservative principles elucidated by monograms—Importance of drawing board and T square—The necessity of practicing curves, parallel and oblique—pencil outline.

When show card writing is mentioned and the necessity of acquiring skill in free hand work is considered, many say: "Wish I could do it, but it requires an artist to do that," forgetting that we all possess about an average ability as an usual condition, and that what looks very difficult and unattainable, is not the result of unusual natural qualities, but of systematic study and analysis of fundamental facts, combined with practice. It is equally true that any one

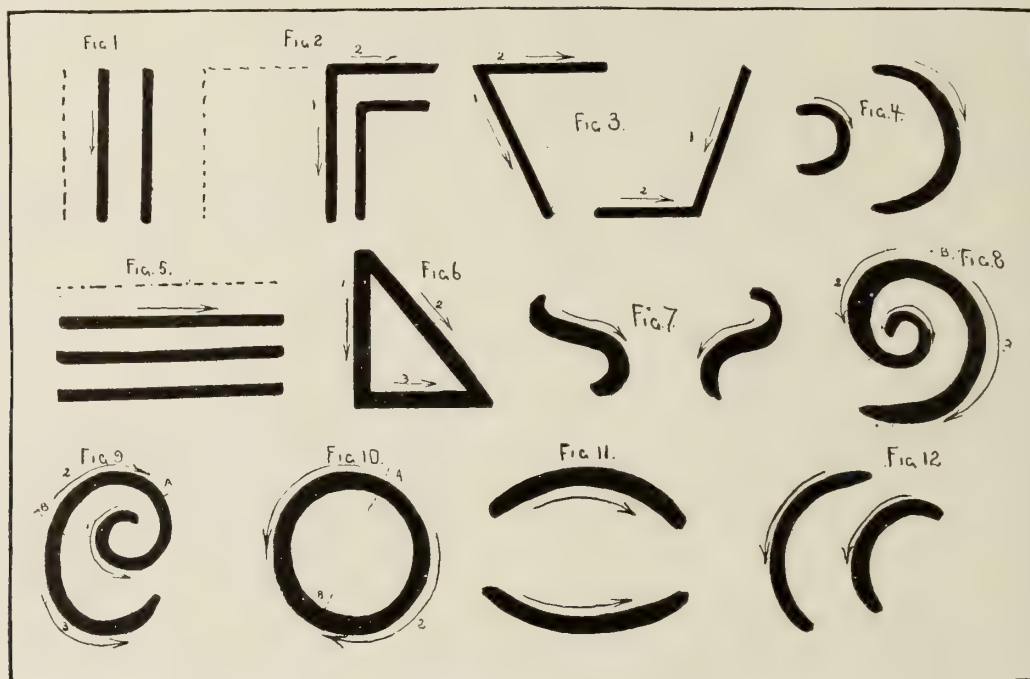
in free hand, assure greater accuracy and a quicker acquisition of the art. Speed acquired by bold careless strokes at the expense of accuracy is usually difficult to correct.

It will be found of great convenience if a good sized drawing board suitable for the largest card to be used, is procured, together with half a dozen thumb tacks and a large wooden T square.

The board has many advantages over a table or desk, as it can be placed at various angles or removed to different locations, uncompleted on it when put aside hastily is better protected from damage, and will be found in the same position for completion at any time.

Curves, parallel and oblique lines are the few simple important strokes that should be practised until they have been mastered. There are odd moments when these exercises may be practised with pencil or pen by any one who has a laudable ambition to succeed.

Learn to draw with a careful but fearless stroke, for it is better that an effort be made to acquire speed



First Lesson in Card Writing

who can learn to write can learn how to draw or paint letters for the show card.

By a series of geometrical monograms the definite relations which all letters of an alphabet bear to each other will be shown, and in detail the mechanical method of drawing them.

The student who will follow these monograms with reasonable study of each letter, using rule, compass and drawing board at first, will find that though mechanical assistance is a great convenience in elementary efforts, after he has drawn a complete alphabet, as detailed, of each letter, character by character, he has acquired a readiness of forming letters with more accuracy than would be possible to attain by rambling copying or a desultory sketching of curves, parallels and oblique lines.

It is not the intention to convey the impression that practice in copying and sketching are not very essential, but for the purpose within the limits which I am covering, more creditable work may be accomplished if the suggestions in connection with the geometry of letters be understood, for these, if applied to practice

gradually and easily with a fair degree of exactness than by attempting to secure it through a strained effort.

The T square is a very convenient aid in spacing and for denoting the exact position of the various letters before they are indicated by sketching.

It should be understood that after the principle of the monograms has been understood, that in general work it is not necessary to draw the lines of the rectangle, but simply denote their four corners by a dot, or, better, a short slight pencil stroke crossing the horizontal lines. This may be observed in the sign awaiting the "cleaning up" which is attached to the drawing board.

The pencil being the first tool the student will use, should be a No. 2, or HB, and properly pointed. Provide a few sheets of white cardboard having a soft surface (avoid a glazed card). A heavy manila paper is very satisfactory.

Let the perpendicular, oblique, right and left curve stroke be always drawn from the top, down. Horizontal strokes from left to right. The arrows will indi-

cate the usual method employed by modern card writers.

These practical lines or strokes, as shown in the plate, are really the essential movements necessary to acquire control of brush or pen, and when once the ability to execute them, even fairly well, is acquired, there is little difficulty experienced in the execution of any letter which one may please to select, providing a knowledge of the proper application of the strokes, of mechanical constructions and the basic principle of all letter building is well understood.

Having ruled a light pencil line denoting height, which should be one and a half inches, the height of original design from which this plate was made, which is a convenient size for practice strokes, the intended strokes may at first be slightly indicated in pencil (see dotted lines), though this must be eventually discarded and a facility of executing them without guide lines acquired.

The Soenneken Pen No. 2 may first be used, as this enables one to control the direction of stroke better, its use permitting more boldness and establishing confidence.

Then try the No. 4 brush, making all strokes as with the pen and always in the direction of the arrows. Figures 1 to 6 need no further explanation. Figure 7. The stroke left to right it will be noted in the middle part of S, and the right to left stroke the centre of Figure 2. These are difficult strokes to acquire, but when they can be successfully handled, it will be found to be much easier to execute the strokes required for combined perpendicular and curved letters or for letters like O, G, etc. Figures 8 and 9 are designed more especially to secure brush control. In attempting them hold the brush nearly upright and have it well charged with color.

The strokes indicated should be made in order of 1, 2, 3, the first stopping at A. Without changing the direction of the brush, but simply raising it just enough to clear the paper, swing it to B and make the stroke where the parts connect. Pass the brush beyond the junction in order to insure clean lines. These two figures should be made with one stroke, and when skill has been acquired, this will not be found difficult, and will be found an excellent test of control.

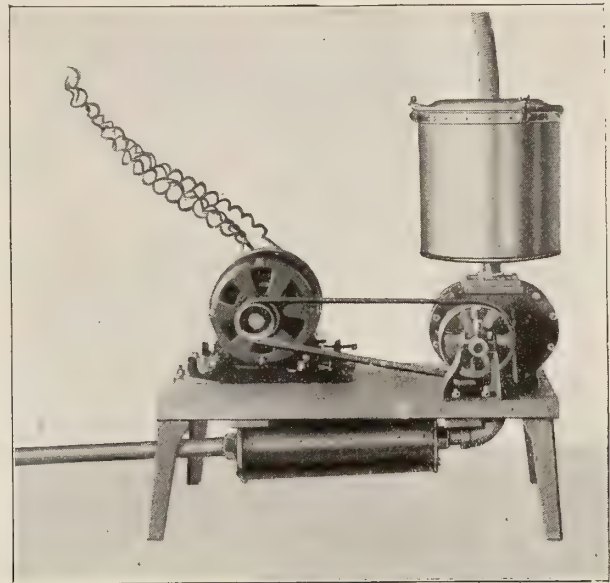
Figure 10 can hardly be drawn a perfect circle. When perfection is necessary the compass is always used. Considerable skill is required to make a fairly good one, but repeated trials are surprisingly satisfactory. First attempts with the pencil are best, and when the use of the brush is taken up, it is often that a slight retouching brings it into symmetrical line.

A good way to do is to draw a small circle, say one inch diameter, and then surrounding it with another, one-fourth inch larger, and so on, until four or five have been made. The circle ought to be made in two strokes, swinging the brush from A to B (No. 1 stroke), and completing with No. 2 stroke. It is good "control" practice to try and make a perfect circle in one stroke. This may not for some time produce very pleasing results, but it will give the hand and wrist a movement that lends ease and confidence to the other easier and more frequently used strokes. 11 and 12 are readily seen to be important strokes when combined.

It is a secret of the art to learn to skillfully raise the brush from the stroke and to adroitly replace it; this is an important factor in all practice work, and should be given specially careful attention.

NEW STYLE OF VACUUM CLEANER

The evolution of vacuum cleaners has been rapid. First came the small hand-power machine, then the more recent electric, and now the Onward Manufacturing Co., Berlin, Ont., has brought out a machine whereby the dust is collected and distributed through pipes to the cellar. This machine retails for about \$300 the installation cost being small. In a small house, \$30 will cover the cost of installing. For a differently laid-out house, the cost is very little more.



No. 2 Basement Portable Cleaner

Hardware dealers in many parts of the country are selling this machine. To install it the services of an electrician are required to do the little wiring necessary, but any mechanic can install the piping. The manufacturers will go to any extent to help the retailer make a sale and any dealer who secures a prospect has only to let the firm know and they will send a representative to assist in closing the deal.

Catalogue and other descriptive matter of the machine will be sent on request and it is to all hardware dealers' advantage to look into the matter.

CHANGE IN FIRM NAME.

The Down Draft Furnace Co., Galt., have adopted a new title and will, in future, be known as the Galt Stove & Furnace Co., Ltd., continuing under the management of Mr. J. Sohorth.

This company have made a rapid progress and are running their foundry plant to the extreme of its capacity adding several new lines to their product each year.

An improvement this year also is the establishment of fine new offices in the corner of the foundry plant.

Under its new name, the Galt Stove & Furnace Co. should have a very successful career.

Why Buy Ice Cream when you can make it in a few minutes with one of our freezers? Prices....

Suggestion for Window or Interior Card

Paint and Varnish Trades

Push Paint Removers

A large paint jobber recently wrote to the Canadian Hardware, Stove and Paint Journal saying that retail hardware dealers neglect the paint remover business, and that much could be made out of the line if proper attention were given it. In view of this, the following article, by John P. Floan, which appeared in a recent issue of American Paint and Oil Dealer will be interesting:—

To boost the sale of paint and varnish remover in a permanent way, it is absolutely necessary to handle one of the neutral removers. By neutral removers, I mean one of those that do not injure either the hands of the person using it or the wood or other materials to which it is applied. The reason I say this is absolutely necessary is that if the dealer sells substitutes containing carbolic acid, caustic soda or potash, he will discourage the amateur user from using any paint and varnish remover whatever. The caustics and alkalies, as the dealer knows, will darken, discolor, and take the life and lustre out of the wood, and may cause a great deal of damage to good furniture or wood work. The carbolic and other acids are of such a nature that they may injure the person using them, and the odor is so disagreeable and so lasting that it is not a desirable thing to use in a residence, and, of course, some of the acid is very likely to be retained in the wood, and sometimes will cause injury to the new finish which is afterwards applied. The fault, however, perhaps may not be traced to the remover, but the other paint and varnish materials used will be thought to be defective.

There are two distinct reasons why every paint dealer should push the sale of some good neutral paint remover: (1) Because of the profit, and (2) because if the dealer can put in the hands of the amateur or painter some satisfactory material for removing old coats of paint and varnish he will sell much more paint and varnish materials, for where the old coats of finish are taken off more material must be used in refinishing. This is exactly what the user wants in most cases, as he is trying to rejuvenate the interior of his home, or to renew a piece of furniture or some other material which has been painted or varnished.

The question of interesting the consumer will depend a great deal upon local conditions. If a dealer's trade is largely with painters who are familiar with the use of paint remover, it is perhaps not so necessary to point out its merits, although I have found that painters use varnish remover in a very extravagant way if the workman's time is to be considered of value. Usually painters will not spread out the remover, and will not give it a sufficient time to do its work. It may seem paradoxical to say that the more paint remover that is used on a job the less the cost of the work of removing the paint will be, but this is true within reasonable limitations. By a liberal application of paint remover, and by giving the remover sufficient time to work, it will be found that a man will accomplish in an hour what some painters take a

day to do; and this with the use of only a little additional material that costs far less than that superfluous time. The dealer should impress upon the painter the painter's profit and advantage in the use of paint remover. A painter using paint remover can restore old doors, wainscotings, floors, furniture, etc., to a more perfect condition than if he simply patches up the old surface and coats over it with new material. He can charge more for the much better job.

A lady the other day told the writer that she was refinishing her house, which had been standing some time, and she said that the painter had accomplished the most wonderful transformation on the interior doors. She said that he had used some kind of a chemical (which was one of the neutral removers), and had removed the old paint down to the wood, and that they found very beautiful oak doors which had been ruined by having been painted over, and she said that when these had been refinished they were perfectly beautiful and she was very much pleased with the entire job. It pays a painter to do work of this kind. When figuring on a painting job, most people look to the expense first, but if it is pointed out to them that at a little higher price a much better and more satisfactory job can be done, almost every customer will be glad to pay the difference.

If the dealer has a great deal of trade with amateurs who do their own painting, etc., it would pay him to point out to these customers that paint removers can be used for taking off old varnish from floors and restoring them to practically a new condition; that paint remover can also be used in taking off the old finish from old furniture, tables that have been spotted, old doors, stairways, picture frames, etc., and that by using prepared paints or varnishes the amateur can do a very good job of refinishing, if the old finish has first been removed clean to the wood.

Any dealer who will intelligently make such suggestions to his trade will no doubt find that he will profit not only through the sale of paint and varnish remover but also through the sale of an increased quantity of other materials. Sometimes it happens that a housewife makes a mistake in matching up or in finishing a piece of furniture or some part of the house in which she lives, and she would like to remove the paint and varnish and would do so if she knew of the existence of these simple and satisfactory paint and varnish removers.

The dealer should be sure to tell his customer that the paint and varnish removers which he sells are harmless to use and are very different from the old-fashioned acid and caustic removers which were sold some years ago, and have gotten such a bad reputation that a great many people are under the impression that there is no satisfactory paint and varnish remover on the market.

If a dealer sells to the marine trade or boat owners, he will find that it will pay him to point out that these paint removers can be used for removing paint and varnish from the inside and outside of boats and will make the work of refinishing pleasure craft a handy

job instead of weary drudgery. A furniture dealer can clean off tops of tables and other pieces of furniture which have been scratched, and refinish them as if new. Paint can thus be taken from the outside and inside of houses, and from iron, brick and stone.

The dealer on inquiry will probably find that people generally are not very familiar with the use of paint and varnish remover. Painters know about it, of course, but the amateur painter, who, if he or she becomes a customer for these goods, will be a steady income producer for the dealer, knows very little about the use of these materials. It is of importance to start them right on a good neutral remover and not risk "killing the goose that lays the golden egg," by selling him, or worst of all, her some fake composition which may inflict personal injury upon the customer and may injure the wood and fabrics to which it is applied.

A DISORGANIZED PAINT STOCK.

Recently we were in a store which was somewhat of a curiosity, says a writer in the National Hardware Bulletin. Its paint stock looked like a sample display of about every brand of paint and varnish on the market. There were seventeen different brands of varnish represented. This may look like an exaggeration, it certainly did to the beholder, but it was a fact. There were rather indifferent assortments of four distinct brands of paint, and in a back corner of the store there was a disreputable looking job lot of cans of paint of various sizes; two more brands were "misrepresented" here. There was not paint enough of any one color or make for a sizable job, and the varnish stock was in fully as bad a condition. At the same time there was money enough tied up in these goods for a first-class paint and varnish stock. This store was for sale; owner wished to retire and no wonder.

We were somewhat acquainted with the proprietor. Several years before he had started in business with a fine stock of goods, he had one brand of paint only, and a good one, about thirty colors, and a good assortment of sizes in each. He certainly flourished for a while, but he "pegged out" as a business rival. His store was a model of neatness and order and did not look run down in the least, even when it was offered for sale.

This "pegging out" was not due to bad habits or laziness for the proprietor was not handicapped in either respect so far as we know. That broken up stock explained it, although not altogether. It is impossible to push so many lines. Concentration of one's energies on the fewest possible brands in any particular class of goods has always produced the best results for the retailer. The most successful merchants are specialists.

Very few of us have the capital to carry a good merchantable assortment of several different brands of paint and varnish, neither does business conditions in the average town justify such a procedure on the part of the merchant. This "pegging out" was not altogether a matter of stock condition. The constant hammering year after year of dozens of salesmen, good fellows with meritorious lines to offer, had broken down this man's determination and business principles. He was not as good a business man as before. Each salesman had hoped, no doubt, that his goods would eventually supplant all the rest and be pushed with the same energy which the dealer put back of his original line; this the dealer did not, or perhaps could not do. It requires a steady nerve for a merchant to resist all the tempting offers he gets, but it is the only

safe course to pursue after he has settled upon some line that is worth pushing. Other lines or sample orders of the same class of goods as a stumbling block to good business. The wise paint dealer will get best results by concentrating his energies on a single good line.

WHAT CONSTITUTES A GOOD VARNISH.

A good varnish has good body, sufficient to give good lustre, yet not too heavy to work badly and dry unevenly. It works smoothly under the brush and spreads in a thin even coat, free from streakiness, still has sufficient consistency. It is elastic when dry and will not crack. It is durable and for outside work particularly indifferent to the effects of moisture and atmospheric conditions. It adheres tenaciously to the material to which it is applied. It is of good color that will not darken on exposure. A good varnish is good only for its particular purpose, as a varnish "long in oil" is intended for exterior work, floors, etc., while a varnish "short in oil" is intended for inside trim work. The safest method, says Selling Power, is to use the varnish which a reliable manufacturer recommends for a given purpose, for that purpose.

How may varnish be tested? Varnish may be tested for paleness by placing a small quantity of it in a thin glass vial, and comparing it with any standard sample, by holding both samples to the light.

Varnish may be tested for wear by applying two coats to two pieces of well dried, carefully sanded, newly planed wood. One piece of wood should be coated with the standard sample—the other piece with the varnish to be tested. Place both pieces of wood in an exposed exterior situation and note from time to time the appearance of the work. The piece which loses its brilliance and cracks in the shortest time has been coated with the inferior varnish. Of course, by this test, you must compare two varnishes intended for the same purpose, such as two interior varnishes, etc., and not two entirely different varnishes as an exterior varnish and an interior varnish.

Another simple test is to revarnish any suitable surface with the suspected sample, and when the varnish is thoroughly dry rub it quickly with the finger. If the new varnish crumbles up quickly it evidently contains an inferior gum or most probably a large proportion of rosin. A good copal varnish cannot be removed in this way. A method of testing varnish for elasticity is to apply two coats of it to a sheet of linen and after it has properly dried try its flexibility or tendency to chip off by crumbling between the hands.

MAKING OIL FROM TOMATO SEED.

An Italian chemist, it is announced, has discovered a use for the seed of tomatoes. These were, until recently, looked upon as a waste product of the canning industry. It was, in fact, a problem to dispose of the seed. Now, it is stated, a most valuable oil for the manufacture of fine-grade varnish can be made from them.

Some valuable qualities are claimed for the new product. For one thing, it is said to be free from threads or cracks, and dries more quickly than other varnishes. And now, instead of throwing the seeds away or burning them, there is a demand for all that can be extracted from the fruit.

It is said that there is a plan on foot to grow tomatoes that have quantities of seeds instead of the almost seedless varieties that have been cultivated of late years.

Selling Vacuum Cleaners

As will no doubt have been gathered from the article which appeared in the last issue of the Journal more and more interest is being taken by hardware dealers in renting and selling vacuum cleaners. The following from the pen of G. H. Dirhold in regard to the selling of these useful machines will therefore doubtless be read with some interest by hardware dealers.

The hardest thing I know of in selling vacuum cleaners, he says, is to show a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are almost invariably dearer in the end; to show him that almost always an article is worth just about what it costs; in short, to impress him with the meaning of "quality."

Taking into consideration what the vacuum cleaner will save your customers—the health, the time, the labor, the strength, the wear and tear on their carpets and rugs and other furnishings, the actual money—they must agree with you that the question is not "How can I afford to get this machine?" but "How can I afford to do without it?"

No Extra Expense.

In taking up the sale of vacuum cleaners as a side line, there is no extra expense in the way of rent, fire, lights or clerk hire, so that any profit is net and clear. Increased income reduces general expenses, and there is nothing the hardware merchant can add to his already established business that will net a better profit with as little trouble as a line of first-class vacuum cleaners.

The chief point emphasized in selling vacuum cleaners should not be price—the factor which is harped upon in the great majority of cases. First of all the goods should have a good basis of quality on which to rest and then the points in which they are superior to other goods of the same kind should be brought out.

There is nothing more convincing nor more likely to produce sales than for a merchant to be able to point out and show where his goods are better than the other man's and to tell why.

Talking Points.

These distinctive points of superiority should be kept before the prospective buyer continuously. They should be advertised and advertised persistently, so that the prospective buyer cannot help but know about them. They should be hammered in again by the salesman when the prospective buyer calls and should be used at every favorable opportunity.

There is all the difference in the world between sweeping or brushing an object and gently agitating it with the nozzle of a vacuum cleaner. In one case there is hard muscular exertion in a dust laden germ poison way, the more rapid breathing caused by the exertion making the aid the more deadly in its effects. In the other case there is absolute ease under absolutely sanitary conditions—no exertion to speak of, no dust and no germs, and the room can be cleaned in just about half the time.

It is seldom that furniture has to be moved about, for with the vacuum cleaner come nozzles that can reach under any object at almost any angle, so that in most cases you do not even have to bend your body. Of equal utility and convenience are the nozzles that enable you to reach objects that are high up, such as moldings, plate rails and tops of woodwork around windows and doors, draperies, pictures, etc.

Nothing cuts short the life of a carpet or rug so much as the grit which is daily ground into it under heel. This grit may be likened to so many little knives tearing the fabric apart. The vacuum cleaner will take all the grit out, brighten up the fabric and prolong its life.

Last, but not least, it abolishes all the expense of special house cleaning times and frees many housekeepers from the necessity of having to employ outside labor, especially for the purpose of cleaning. Where servants are regularly employed the housekeeper is assured that with the vacuum cleaner her work will not be done slipshod; it is also of assistance to her in that it gives her servants more time for other tasks and tends to keep them contented by releasing them from much heavy drudgery.

To-day nearly every town of any size has its electric power plant, so that the hardware merchant may feel safe in installing a line of electric power vacuum cleaners. The cost of operation does not exceed 5 cents an hour. This does not mean at a minimum efficiency, or with careful, close attention, but its maximum will not run over 5 cents an hour. Satisfactory machines are furnished for both direct and alternating current for the different cycles and voltages that are in universal use for domestic and commercial purposes.

EXPERIENCES WITH VACUUM CLEANERS.

Fred W. Otton, H. H. Otton & Son, Barrie—Replying to your favor of April 30 re vacuum cleaners, beg to say it was impossible for me to reply at once, as I was so busy.

We both rent and sell vacuum cleaners. We have the hand power and electric.

For hand power we use the "Onward," as we think it the best. Our experience in renting has been very satisfactory. We purchased a hand power machine three years ago, and it has not cost us one cent for repairs in that time. We first started to rent it at \$1.50 per day. Last year we reduced it to \$1 per day. It has paid for itself many times over. We had it out among the farmers for two weeks last month, one farmer passing it on to another, and it is used quite extensively around the town here by those who have not got the electric power. I forgot to mention that this year, the renting has not been quite so profitable, as the municipal electric plant here put in an electric machine last year, small type, and started the price at 50 cents per day. The result was that we had to reduce our price on hand cleaner to 75 cents per day for 1912. We purchased their electric machine this year (similar to those exhibited at Guelph) to reduce the number of machines in town. This we rent at the same price as they did, as they had already established the price. However, we charge 75 cents per day if we have to deliver it and call for it, and if it is called for and returned the same day, we charge same as they did and as they rented it, because a party renting it from them had to call for it and return it.

Our electric cleaner is rented ahead all this week, and was all last week, and in nearly every case we have to deliver it, so that we find it pays us very well.

We believe it pays any hardwareman to handle vacuum cleaners, but we think the renting should be not less than \$1 per day for small machines, and not less than \$2 for the larger type that costs from \$90 to \$100.

* * * *

John Bales & Son, who it was announced had sold five electric vacuum cleaners at Christmas time, has

sold about seven more. This costs the dealer \$90 and retailed for \$125. Other retailers who have made a number of sales of this machine are Carter Bros., Picton; McClung & Son, Trenton; MacNab Bros., Orillia; and Allan of Cobourg.

* * * *

To show the extent to which vacuum cleaners are being used to-day, architects, in their plans of modern houses, are installing pipes for vacuum cleaners. A large cleaner will be made in the cellar, with pipes leading to each room, or, if not to every room, to some of them. Another thing that is being done by up-to-date builders is to put plugs in the base boards of the rooms so that an electric cleaner can be attached to these instead of to the lightning fixture. Almost every hardware dealer is handling a make of vacuum cleaners but there are still a few that are without this line. Any dealers who handle a well-known and reliable make machine and who gets out and hustles for business can make a profit that is very much like "found" money. We know of dealers who have recently started to handle this article and who already have made money far beyond their expectations. One man sold five machines in one month at a profit of \$125 on the five. Of course, these were high price machines, but the margin of profit on all makes is large. This man started to handle machines more as an experiment than anything else, but he soon found that there was an excellent profit in the line and he started after the business in earnest. He not only advertised and let the people know he had them in stock, but introduced the machine to customers and when he found a person interested would take a machine out and demonstrate it.

Some of the higher priced machines are too dear for one person to buy. A way to overcome this is to get neighbors to combine and buy a machine to be used among them. Farmers and fruit growers, instead of each man buying a sprayer that costs a lot of money, combine and each one pays a share. Then they take turns in using it. The same thing can be done with a vacuum cleaner. A little "missionary" work will produce results.

A PAYING VENTURE.

A unique sale was run for two weeks by a New York State hardware firm. During this sale as explained by Business, a certain section of the store was devoted to goods advertised at special prices. On the concluding night a unique auction was held. In previous advertisements the firm had announced that if any of the goods included in the special sale remained unsold, they would be auctioned on this occasion. As a result, there was a large crowd on hand to bid on the various pieces. The store was so full of people that the doors had to be closed against late comers. The various articles remaining after the sale were put in large pans and sold at the rate of three pans a minute. It was after midnight before the crowd left the store. At the end the assortment of odds and ends cleaned out entirely and the firm found that the sale as a whole had brought many people into the store who had, before that time, never traded there.

The rolling tire gathers the most punctures.

Have you placed a limit on the amount of business you think your store can do? If you have, be sure you will never get above that limit. Better take it off.

Smiles After Hours

While an Irishman was gazing in the window of a Toronto book store, the following sign caught his eye: "Dickens' Works all This Week for Only \$4.00."

"The divvle he does!" exclaimed Pat in disgust "The dirty scab!"

* * * *

"What's Cadger's business?"

"He's an expert credit man."

"In what line?"

"In all lines. As soon as his credit is shut off in one place, he manages to open an account in another."

* * * *

An attendant at an institute for the deaf and dumb was undergoing a pointless rapid-fire inquisition at the hands of a female visitor.

"But how do you summon these poor mutes to church?" she asked finally, with what was meant to be a pitying glance at the inmates near by.

"By ringing the dumb-bells, madam," retorted the exasperated attendant.—Judge.

* * * *

"I simply can't stand the toot of an automobile horn."

"How's that?"

"A fellow eloped with my wife in an automobile, and every time I hear a horn toot, I think he's bringing her back."

* * * *

"I see one of our big corporations is going to do something for its old clerks."

"Good enough! What form will it take?"

"Well, after a man has been with them twenty-five years, they're going to give him a gold stripe on his sleeve."

* * * *

A chauffeur who had just returned to the garage after taking the state's examination to determine his fitness to be licensed, was asked by a fellow-worker what the questions were.

"One of them was about meeting a skittish horse," he replied. "They asked what I would do if I approached a horse which showed signs of being afraid of the car and its driver held up his hand to me."

"What's the answer?" asked a bystander.

"Oh, I had that all right," the chauffeur replied. "I told 'em I'd stop the car, take it apart and hide the pieces in the grass."

* * * *

"First thing you do," says the employer to the new young man who has been engaged as a city salesman, "you go into the back office and take that desk the other man used, and see if you can get some order out of chaos."

An hour later the enthusiastic young man appears and diffidently reports:

"Mr. Kimplet, I am sorry, but I have looked all through the card index and the telephone directory, and I can't find the address of Mr. Chaos to solicit that order from him."—Judge.

* * * *

An Irishman had been describing his travels in the Far West and the "virgin forests" there.

"What is a 'virgin forest?'" asked an auditor.

"Shure, now," replied Pat, "a 'virgin forest' is a place where th' hand of man has niver set foot."

What Trade Associations are Doing

RESPONSIBILITIES OF MEMBERS.

Many members of retail dealers' associations consider that, so long as they pay their annual dues promptly, they are discharging all their obligations to the association, and that nothing further is required of them remarks an exchange. They do not seem to realize that their active, earnest co-operation in association work is of far more importance to the well being, efficiency and influence of the organization than the mere matter of dues.

It is for this reason that so many associations are weak when they should be strong; inefficient in a comparative way, when they should be a power to effect the reforms and bring about the better conditions for which purpose they were organized. Individual indifference to the inestimable advantages of united, co-operative work is the rock upon which so many associations have gone to pieces.

It is neither fair nor just that the burden of effort—and it is a burden—should be thrown entirely upon the officers and committees of an association, or that they should be expected to do the work of the association unaided.

Many members consider that after they have paid their dues and taken their part in the election of officers for the coming year, they have done their full share. They feel that, having performed these duties, they can leave everything in the hands of their officers and go about respective affairs with an easy conscience.

Fortunate, indeed, it is that there are found so many unselfish, earnest, self-sacrificing members who are willing to accept the responsibilities of office, and to perform the duties attached thereto conscientiously. Were it not for men of this kind and calibre associations would cease to exist.

It is right, and it is only fair, that each member of an association should appoint and constitute himself a committee of one to further by all the means in his power the aims and objects of such association; that he should consider himself an ex-officio member of every committee, and a personal assistant to every officer.

Hardware "Question Box"

Readers are invited to send questions for discussion and to express their opinions on any subject discussed.

Does it pay for a hardware store in a town of 5,000 to buy a paper baler for baling waste paper? What kind do you recommend, and is there a market for waste paper?

Mr. Boecher.—I have a big box with the baler on it. It is just as easy to put the paper in that box and bale it as it is to burn it up or throw it away, and it can be sold as high as \$7 a ton.

Mr. Bernard.—I do not believe it is wise to burn paper on account of the danger from fire. We get \$8

for waste paper in bales and \$10 a ton for newspapers and magazines. That is not only an item of profit, but it is easier for us to take our paper down cellar and bale it and we have eliminated the danger of fire.

Mr. Towne.—We have a paper press, the Hudson, which we have used with very gratifying results. We have baled some 1,800 lb. since last October.

* * * *

Do you handle auto and boat supplies? What is the method of advertising?

Mr. Ferres.—Last year we added, in a small way, supplies for automobiles, felt the way by gradually adding the line. There are many things that are kept in hardware stores that apply to automobile supplies. The many nuts and bolts, screws and many tools that are used in automobile repairing are directly in our trade. Last year we put in a large underground gasoline tank which holds about 600 gallons, and a measuring pump that will measure out a gallon in no time. There are two garages in town that sell gasoline, but not as much as we do. They do not keep a very large supply of auto supplies. They carry tires, which we let alone.

Mr. Madole.—My gasoline costs 18 cents and I sell it for 20 cents, so it doesn't pay for handling.

Mr. Magladery.—We also pay 18 cents, but we get 25 cents and do a good business in it. We use a Bowser tank and keep our supply 60 feet from our building.

* * * *

What experiences have brother hardwaremen had with auto delivery cars?

Mr. Marshal.—In figuring on the cost of a horse and wagon I think you should consider the cost of running the stable, horse-shoeing, etc., and for the auto the cost of the man who runs it, his time spent in taking care of it and so on.

Mr. Mahoney.—Our expense for two horses and two delivery rigs, not counting the driver, is about \$350 to \$375 per year.

Mr. Baker.—I do not speak from my own experience but that of a groceryman friend who used three horses and three rigs, and some four or five months ago he put in an auto delivery and has reduced his delivery expense \$200 a year. He has taken in business which he couldn't have done with a horse and wagon; very profitable for him on account of the increased order business. He has used the machine all the time during the past winter.

Mr. Towne.—In regard to insurance, it is necessary to protect yourself against accident. The average driver is not careful—isn't it necessary to protect the dealer against suits for accidents?

Mr. Clute.—In reference to the insurance, you can get a policy for \$10,000 insurance against accident to the public or yourself for \$85 a year. If you injure a party and they bring suit against you the company will stand the loss up to \$10,000.

Mr. James.—I have three cars and I pay \$35 a year for liability insurance on each touring car. We used

seven rigs and were insured against liability. It cost us \$7.50 for a horse and wagon against \$35 for the car. There is more danger from blackmail than actual accident.

* * * *

Is it wise for hardware firms to take out liability insurance?

Mr. James.—We insure our horses and wagons and employees against accidents. I have forgotten how much it costs.

Mr. Cornell.—Our auto insurance costs us about \$25 a year and \$50 for employees; they are insured against any kind of accident.

Mr. Barber.—We have always insured our delivery rigs until now we rent out the delivery at so much a week. We have liability insurance covering the public and employees. Costs us between \$50 and \$75 a year and I believe it pays. We had an accident recently where we received benefits. An employee was killed in an elevator. It wasn't our fault at all; he had been cautioned not ten minutes before not to ride in it. But we would have had a suit for liability if the company hadn't taken care of it.

S. E. Jones.—I think this is a very important matter. We have carried liability insurance for ten years. In that length of time we have had one man killed and about 50 injured, in some instances customers. In all instances the matters were turned right over to the insurance company without our doing anything, unless it was a trifling matter; then we sent the patient to the hospital, or something of that sort. This costs us \$300 a year. We had a man killed by a bar of iron falling on him, no one saw the accident at all. He was the only support of the family and no doubt it would have cost us \$10,000, but we got out for \$250 and the insurance company stood the rest.

* * * *

Would it be detrimental to villages and smaller cities for merchants to close their places of business at six o'clock evenings rather than nine o'clock as is now being done?

Mr. McEwen.—We close every night at six o'clock except Saturday and find no difference whatever.

Mr. Williams.—Three years ago I kept open until nine o'clock, and then I made a break and closed at six and it didn't hurt me a bit. Close at six every night except Saturday.

A Member.—I close from the first of October until the first of March every night at six o'clock.

A Member.—We close at half past six to give the men a chance to stop in on their way home from the shop.

Mr. Hoyt.—In our town the hardwaremen started closing at six and now 90 per cent. of the others close, too.

Mr. Cornell.—We have talked that over pretty thoroughly in our association and we found a good 50 per cent. of the business was done after six o'clock. We found we could not regulate it, it was entirely a neighborhood matter.

Mr. Lewis.—When I entered the retail business we were the youngest firm in town and looked upon as interlopers, and when we suggested early closing the other members wouldn't listen to it. However, we closed at six o'clock regardless of their attitude and within a year every hardwareman in town closed at six.

Mr. Taylor.—We close every night at six except Monday and Saturday, when we are supposed to close at ten.

Are you catering to the women's trade? If you cannot hold the trade of the ladies, how can you expect to hold that of the men?

Mr. Marshall.—I think one way to cater to the women's trade is to keep the entrance clean and attractive. It is embarrassing for a lady to crowd past smokers and men talking around a doorway. Keep your entrance clean and attractive. I think that is one of the special features of getting ladies into the store.

Mr. Ferres.—Another point is to keep housefurnishing goods. Nine-tenths of the housefurnishing goods are purchased by women. We sell aluminum goods which are very attractive; also keep two lines of enamelware. Vacuum cleaners are coming into general use, in which ladies are generally interested. Then another point is the five and ten cent table, but unless a dealer has plenty of room he cannot look after that much. If he has room that line is very profitable, paying anywhere from 50 to 100 per cent. And special sales on special days is another good point, more especially in the larger cities and towns.

SPEEDY FIRE ADJUSTMENT.

For promptness in tackling the adjustment of the big fire loss, W. B. Dalton & Sons, hardware merchants at Kingston, probably hold the record for Canadian firms. On April 23, this firm's store was destroyed in a disastrous fire, the blaze originating in the cellar at 3.30 p.m., spreading rapidly as a result of oily surroundings with the result that many of the store records were burned before they could be put



W. B. DALTON, JR.



J. A. DALTON

into the safes. Before the fire was extinguished, the whole stock in the main store was ruined and damage done to about the extent of \$30,000.

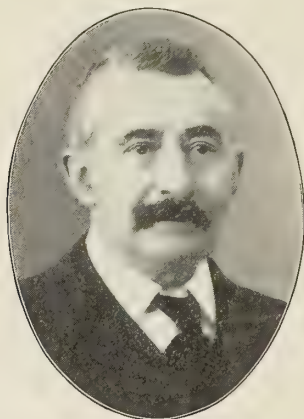
Water frequently does more damage than fire in the destruction of a hardware stock, and in the case of Dalton & Son, water damage was far greater than that sustained from the flames. Practically everything in the store was a total loss. The warehouse, however, was undamaged and the stock contained therein was therefore undamaged.

Dalton & Sons rallied quickly from the blow and immediately gave attention to the question of adjusting the loss they had sustained. Advice was taken and the Retail Hardware Association's fire adjusters, Ross & Wright, Toronto, were consulted, Mr. Wright

going to Kingston on Tuesday night to assist in clearing up the fire loss.

By noon on Wednesday Dalton & Sons were filling orders from their warehouse stock and before night new premises were reserved and carpenters employed to put shelving and counters in commission. While Mr. Dalton, Sr., assisted in preparing statements from the books, one son attended to salvaging of the damaged stock and the preparation of the new store, while the other son kept the jobbing trade supplied and placed orders for new stock.

The adjuster, representing the insurance company, arrived on Friday night and found so complete and accurate a statement of the loss already prepared, that he allowed the claim for the total loss, the adjustment being completed by Saturday evening. W. B. Dalton & Sons, therefore, received full payment for their loss and retained all the salvaged stock, from which they should be able to net several thousand dollars profit in



W. B. DALTON, Sen.

selling damaged goods. The fixtures were not fully insured, however, and several hundred dollars loss was sustained on these.

In spite of the severe loss, Dalton & Sons were able to continue business with hardly any interruption, and the quick and satisfactory settlement they arrived at is much to their credit, they having their business well in hand and being enterprising in securing the services of independent advisers who saw that they received justice from the insurance companies.

The building occupied by Dalton & Sons was not owned by them, and as it had been outgrown the firm are purchasing a lot near the railway track and purpose putting up a fireproof building.

Writing the Canadian Hardware, Stove and Paint Journal, Mr. Dalton says: "The next morning after the fire, our adjuster advised us to go ahead and sell all we could, keeping track of the stock sold just as if selling from stock in the ordinary way. It was a saving of the goods as well as a saving to the insurance companies. We, therefore, went right along selling the damaged goods and have been carrying on our business practically without interruption as a result of the fire."

W. S. FISHER RETURNS FROM WEST.

Mr. W. S. Fisher, President of the Enterprise Foundry Co., Sackville, N.B., and of the wholesale hardware firm of Emerson & Fisher, St. John, N.B., has just returned from a business trip through the Prairie Provinces and British Columbia. He was away a little over two months and made a close study of the business situation in the West. It is only a year since he made his last trip to the Coast, but he says that the

developments that have taken place during that time are to the Easterner extraordinary.

In localities where crops were a partial failure last year, business men are very careful in their operations and are likely to continue so until the crop of 1912 is assured. Generally speaking, however, everyone is hopeful and with developments going on as they are, they could scarcely be otherwise. Farm operations are fairly well advanced. The only thing that Mr. Fisher is inclined to criticise is the land speculation in the outlying suburbs of several of the cities. He is of the opinion that this is to be deprecated.

Mr. Fisher is of the opinion that Canadian manufacturers are gradually acquiring a larger share of the trade in the West, although competition of American goods is still, and will be for some time, very keen, particularly in view of the fact that a large number of Americans are coming in and are naturally predisposed in favor of United States products. At the same time, however, Americans who are settled in the Northwest are gradually becoming more Canadian in their sympathy and that will naturally conduce to the welfare of the home manufacturers.

In reply to an enquiry, he said that the manufacturers in the Maritime Provinces were undoubtedly very keen after Northwest business.

PEART BROS. EXPANSION.

The Peart Bros. Hardware Co., Limited, Regina, have purchased from J. H. Buchanan, Moose Jaw, the hardware business of G. J. Smith, which he has been conducting for some time. The business is an old established one having been carried on for a number of years by Mr. Smith before he sold out to Mr. Buchanan. The newly acquired business at Moose Jaw will be conducted on purely retail lines.

Four or five years ago Peart Bros. bought out J. W. Smith, a brother of G. J. Smith.

Peart Bros. Hardware Co., Limited, who are both wholesalers and retailers, are one of the young and growing firms of the West.

McCLARY COMPANY'S NEW BUILDING.

John McClary, the dean of the stove manufacturing trade in Canada, paid a visit to Toronto on the 18th, this being the first time in four years that Mr. McClary had visited his Toronto branch. In company with Colonel W. M. Gartshore and A. D. Kenelly, Toronto manager, Mr. McClary visited the "Made in Canada" train and inspected the fine display made by his company including hotel and kitchen ranges, household utensils, etc.

While in Toronto, Mr. McClary also gave instructions to add two additional stories to the new building being erected as an extension of their warehouse on King and Emily Streets. The new addition is 76 x 52 feet in size with four stories and basement, being erected of the most substantial mill and fireproof construction.

UNITED STATES NATIONAL CONVENTION.

The National Retail Hardware Association of the United States will hold their annual convention at Detroit, Mich., June 18 to 21, with the Hotel Cadillac as headquarters.

C. W. Conn, Tillsonburg, and D. A. Macnab, Orillia, will represent the Executive of the Ontario Retail Hardware and Stove Dealers' Association at the convention, and it is expected that Fred C. Lariviere, President of the hardware section of the Montreal Retail Merchants' Association, will also attend.

Stoves and Housefurnishings

Selling Stoves and Ranges Pays

The profitable handling of stoves and ranges requires a certain amount of skill, of the very kind that the hardwareman possess; and since it is a perfectly honorable business and administers to a legitimate public demand, there is no reason why any hardware merchant should, from sentimental reasons, not take up the line, and especially as he has got to make a living for himself and those dependent upon him.

It is well for the small merchant to remember that he occupies a place, a very important place, in the business field in most instances—a place that the big store cannot fill. You have your own particular local trade and, besides, there is a large buying class that know and like you and prefer to trade with you if you will only let them know what you have to offer in stoves and ranges that are good and serviceable. The people who become acquainted with you and your store and get to know and like you soon become regular, steady, profitable customers. Not only that, but they get to talk about you and your stoves to their friends and neighbors and in that way help wonderfully in building up a stove business.

Wins Women's Trade.

The stove department of your business can be made not only to produce a direct profit on the actual sales made, but, if intelligently and skillfully handled, it will serve the purpose likewise of attracting women to the store, and, if the line stocked is first-class and appeals to customers, the latter will have confidence also in the house furnishing goods which you carry. Women are competent judges of stoves and ranges, but from the very nature of things, they cannot be good judges of tools and cutlery; these latter they are obliged to take largely, if not entirely, upon the faith of the dealer who furnishes them. But just as one judges a man's whole character by those outward words and acts which are easily intelligible to all, so the women will instinctively form their opinion of your hardware stock, by the quality of your stove and the satisfaction it gives; and thus the line may be made to advertise your regular stock, which, after all, constitutes the prime business of the hardware merchant, to whom stoves and ranges is an appropriate and very profitable side line.

Sell Standard Lines Only.

The hardware merchant should handle but one make of stoves, unless it seems necessary to have both high and low-priced goods, in which case he should have but one of each. I am of the opinion, says a writer in *House Furnishings Review*, that he will do better with one fairly good stove than with the best half dozen. But it must be a good stove. No dealer can do well with poor stoves anywhere. The beginner should study the needs of his territory and confine himself to supplying the principal demand rather than to try to catch the stray customer, who wants something much out of the common run. I believe the one way

to build up a profitable stove trade is to get a legitimate profit and sell the best standard grades. A prominent western dealer, who has been selling stoves for nearly a quarter of a century, attributes his success largely to carrying standard lines of stoves and continuing from year to year in advertising and pushing the same lines. During all this length of time he has carried but one make of gasoline stoves, two makes of gas range, one make of base burners, and two makes of steel ranges.

Select a Quality Line.

Don't think because you live in a small town that a cheap line will be plenty good enough. Our big captains of industry are men who have always planned ahead. If you put in a cheap line one of our competitors may wake up, and by going you better on quality install a high-grade line that will throw yours completely in the shade. By putting in a cheap line, you give him an incentive to do this very thing. Take a long look ahead. Remember in selling stoves and ranges you are not merely building for the present, but also for the future. To the wide-awake dealer the stocking of a line of stoves and ranges is a hard-headed, long-headed business deal—a purchase for the future as well as the present.

A Stove Department.

When the line is settled upon, pick out a man to take charge of the department. Get the best man you can find, and make him responsible by giving him full charge. In the large hardware stores in towns and cities, the volume of stove business is usually large enough to allow it to have the attention of one man practically all the time. He should have practical experience and be in a way a stove expert, and able to answer all questions and give proper advice on heating subjects to the customer, as well as seeing that all stove complaints are properly taken care of.

In the smaller stores, of course, it is usually impossible to have one man devote all of his time to the stove end of the business. In such cases it is not a bad idea to put the care of the stove department up to one particular clerk, who will give all the attention he can to it, and become the stove expert of the store, studying all the time to become thoroughly posted on the stove and range subjects. If you put your department into the hands of a young fellow, who is bright and intelligent, make his bread and butter dependent on the success, and encourage him all you can, you will find, if your man is any good, the stove department will begin to show results right away. Make the manufacturer of your line tell you all there is to tell; make him give you all the information he can, for the better posted you are the more faith you will have in the stoves and the harder you will push them. All this means more stove sales, more business, and extra profits for you.

Advertising the Line.

This is an advertising age and it is a good thing to keep your stove department well before the public.

The finest product on earth will go to waste unless people know that you have it.

General advertising of almost any sort will help your stove business. With stoves, as with other lines, a considerable amount of advertising should be done just before and just after the season opens. The old saying about the "early bird" applies pretty well to the advertising of goods which have a certain selling season.

Some people will think of their stove needs before the season really opens, but more will think of them just after the opening. It is then that the old stoves are brought to light and replaced with new where the necessity requires it. Others will notice the advertising before the season opens, and will look to their stove needs early. More, however, will wait until their stove needs are evident, and then will begin to think of a place to buy. It is evident, then, that the advertising should continue into the season as well as before it. There is certain to be more or less of a rush for seasonable goods soon after the season opens. The



N. R. TURNER

The recent vacancy on the Winnipeg travelling staff of the McClary Mfg. Co., caused by the resignation of J. W. Anderson, has been filled by the transfer of N. R. Turner from the Toronto branch. Mr. Turner will cover Saskatchewan, with headquarters at Moose Jaw.

hardware merchant who does the best advertising is sure to derive the most benefit from this rush, other things being equal.

To Get the Best Results.

In connection with advertising, the fact cannot be too strongly impressed that the merchant who advertises best is not always the largest advertiser. Good advertising does not solely consist of spending a large amount of money. Advertising stoves and ranges has been compared to steam in a locomotive. It's a good comparison. Both steam and advertising are prime movers—they start things and keep them moving. Steam alone, however, never made a railroad and advertising alone never made a business. One of the oldest business axioms is "A satisfied customer is the best advertisement." Now let us stop and analyze just what this means. A satisfied customer is a good advertisement for three reasons: First, he becomes a repeat customer—he re-orders. Second, he recommends to others the product which has given him satis-

faction. Third, he talks about the good value he has found in the stove and his talk often reaches the ears of other prospective customers and thereby influences trade. In that sense a satisfied customer is not the least advertisement simply because he is satisfied—but because of what his satisfaction leads him to do.

PEASE FOUNDRY CO., LIMITED, OPEN A NEW BRANCH.

In order to give better attention and meet the demands of their largely growing trade in the West, the Pease Foundry Co., Limited, of Toronto, have recently formed a subsidiary company in Vancouver under the title of the Pease Pacific Foundry, Limited, with head offices at 324 Drake St., Vancouver, where a large stock will be kept so that prompt deliveries can be made.

The officers of the company are: President, D. J. MacKinnon (also President of the Pease Foundry Co., Toronto, and of the Pease-Waldon Co., Winnipeg); Vice-President, Jas. Gill; Secretary-treasurer, T. B. Medforth (formerly Chief Accountant Pease Foundry Co., Toronto); Sales Manager, Wm. Crane (formerly Superintendent Pease Foundry Co., Ltd.).

All British Columbia business will be transacted by this company, which will be of great advantage to their many customers.

SPECIALIZATION IN STOVE MANUFACTURE

Bowes, Jamieson & Co., Hamilton, are blazing a new trial in the Canadian stove trade this year, having discontinued the manufacture of about thirty lines of stoves, etc., in order to specialize upon one or two lines of steel ranges, which they are turning out by the carload for shipment to customers in Western Canada. By concentrating upon one or two lines and by keeping their plant working to capacity throughout the year, they aim to produce in such large quantities that very low prices can be quoted, and already they have taken away from American makers some large orders for the moderate priced ranges which have been imported in previous years.

A TRAVELING STOVE EXHIBIT

One of the most interesting exhibits on the "Made-in-Canada" train was the Gurney Foundry Co.'s stove and range display. A specially finished "Economizer" on a pedestal was a feature of this exhibit. Every thrifty housewife is interested in learning how this remarkable device will actually save 20 per cent. of the fuel.

The Gurney Foundry Co. are showing their most modern line of "Gurney Oxford" Chancellor Steel Ranges with the special equipment supplied for use with the fuel found in the western provinces, the only range we know of which is built especially for this fuel. The new dividing flue strip insures even heat around the oven, and other "Gurney Oxford" features are all illustrated in this exhibit. The well known line of Gurney heaters, for both hard and soft coal, are also well represented.

Mr. W. L. Helliwell, manager of the Gurney North-west Foundry Co. Ltd., Winnipeg, will be in charge of this exhibit through Manitoba and Saskatchewan, and Mr. R. Hinrichs, manager of the Gurney Foundry Co. Ltd., Calgary, will be in charge in Alberta. Certainly no dealer who is fortunate enough to be in any town where this train is stopping should fail to visit this important stove exhibit.

Do You Buy Paint on Ability or—Material?

"What's in a product" is of subordinate importance to "what will a product accomplish."

A watch may be inlaid with pearls and mounted with diamonds and yet lack the important essential in a watch—the *ability* to tell time correctly.

An automobile may be of artistic design, handsomely finished and upholstered and yet lacking in motor efficiency—the *ability* to get there and back.

Historians do not say "William Pitt weighed 170 pounds, 40 of which was blood, etc." Historians do say, however, that under William Pitt Canada was conquered. It was his *ability* that made Pitt differ from other men.

Paint *ability* is shown by results—not simply material. What materials make the best paint and in just what proportions and in what manner they should be mixed is a matter of knowledge, which only chemical, mechanical and physical tests and years of experience can determine.

The constant aim of the highest authorities in paint making has been to produce a paint with ability to spread out under the brush in a smooth, even film, showing no brush marks, but blocking and knitting together—a coating of uniform thickness. On the same principle that a chain is no stronger than its weakest link, a paint film is no more durable than its thinnest portion of covering.

Then, also, an essential characteristic of a paint that "gives best results" is an absolute balance of cohesive and adhesive properties. By this is meant that the particles of pigment in the paint should have just as strong a tendency to adhere to each other and to the surface as they have to cohere to themselves.

Paint character therefore, is shown in proved correctness of formula, obvious care in manufacture, established dependability and assured serviceability from the manufacturer. Lowe Brothers "High Standard" Liquid Paints have "*ability*" and "*ability*" is what the man who paints is looking for. This *ability* in "High Standard" Paint is shown by its easy working qualities, fineness of texture, greater and more uniform covering power and its durable virtues.

The "High Standard" appeal is to Hardware Dealers and their discriminating customers who demand "*ability*" in the paint they buy—not merely a can of material. If you're looking for "excess value" and willing to be shown—write

 **Lowe Brothers**
LIMITED

Toronto

Dayton

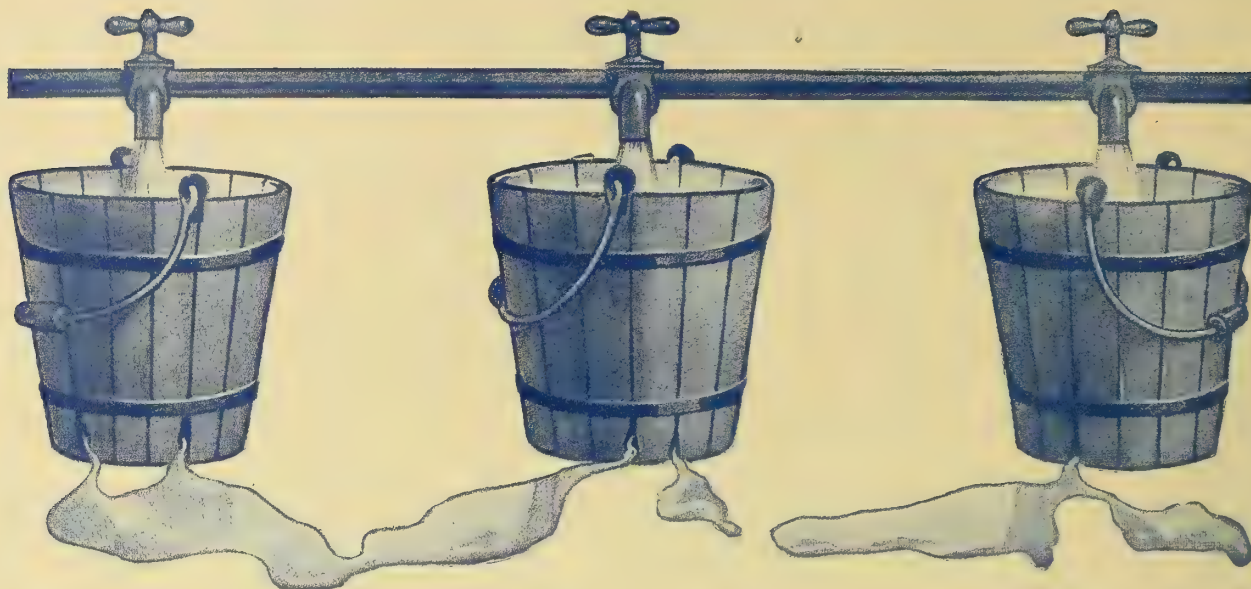
New York

Boston

Chicago

Kansas City

Lyon-Monkhouse, Limited, 171 James Street, Winnipeg, Man.



Leaky Buckets Are Never Filled

Leaks in business are caused by carelessness, thoughtlessness, laziness, inaccuracy and temptation.

A National Cash Register stops these leaks and enables the merchant to get all his profits.

It forces the proprietor and employe to be accurate and careful.

It makes accurate, unchangeable records of every transaction occurring between buyer and seller.

It enables the honest, ambitious clerk to prove his worth.

It fixes responsibility for all concerned—it's a guardian of morals, of money and of good names.

The National Cash Register Company

Headquarters for Canada: 285 Yonge Street, Toronto

J. C. LAIRD, Manager in Canada

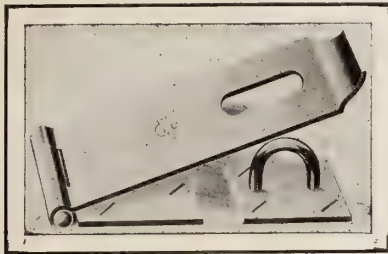
Canadian Factory: Toronto

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

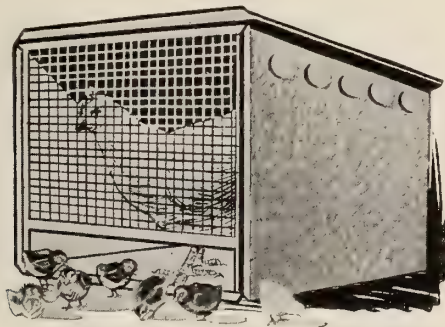
The Griffin Manufacturing Co., Erie, Pa., has recently brought out a line of Improved safety hinge hasps, as here shown. They are now made in 3, 4½ and 6-inch sizes, and larger sizes will soon be ready for the market. It will be noted that all the screws are entirely covered when the hasp is locked.

The end is curved out, forming a good finger hold even when the hands are covered with heavy gloves.



It is pointed out that these hasps have more than double the strength of the ordinary safety hasp, especially through the slot, making them practically unbreakable. They are furnished either in plain steel or any of the usual finishes.

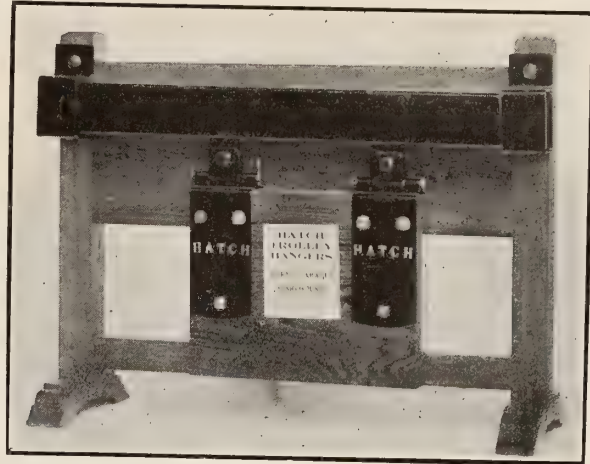
The Triangle Manufacturing Co., Freeport, Ill., state that their new triangle chicken coop will pay for itself in one season. This coop is all metal, making it rain and rat proof. Figures prove that a great proportion of young chickens die from exposure, rats and vermin, but with this coop they are well protected. On hot nights, the netting can be lifted out and put in



upside down, so that the chicks are kept absolutely safe and yet are as cool and comfortable as in the open air. The top of the coop is made to slide back, so the hen and chicks can be reached without stooping, and it is also possible to dry the coop quickly after washing.

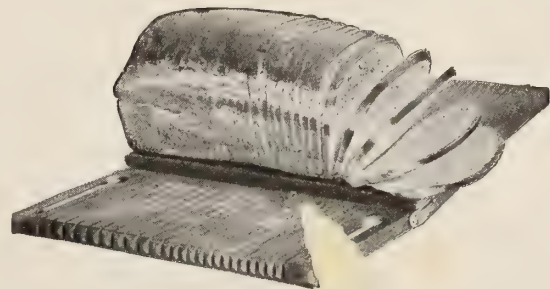
Herewith is an illustration of a small stand 24 inches long on which is shown a small model of **Hatch Trolley Hangers** and track for barn doors, garages, warehouses, etc. This model is intended to be placed on the counters of hardware stores to demonstrate the easy running of the hanger and help retailers sell the hangers to customers. One of these models is given by the Canada Steel Goods Co. to every customer who pur-

chases three dozen or more of the hangers. One of them was recently sent to a hardware merchant in the Niagara peninsula, the order being placed for three dozen hangers. The retailer had not expectation of selling the three dozen hangers in less than a year's

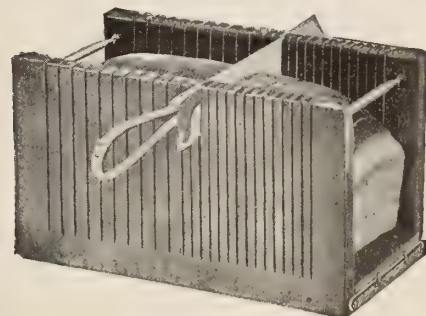


time, but as a result of the practical demonstration on his counter, the three dozen were disposed of in less than two months.

Hamblin & Russell Manufacturing Co., Worcester, Mass., have put a bread slicer on the market, illustrations of which are herewith given. It is named the



"Gem," and is designed to do away with the old-fashioned "bread board" and is really a most useful and handy article that should be used at least three times a day by every housekeeper. The slicer cuts the bread so that every slice is of uniform thickness and will pay for itself, as it saves the ends of the loaves of



bread which under the old method often went to waste or else were of an undesirable thickness. It is very simple in construction and a child can operate it with ease and safety. When the guides are not in use it may be made to lay flat as shown in this illustration.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

"The Simonds' Saws and Knives" is the title of a catalogue which has been issued by the Simonds Canada Saw Co., Limited. The catalogue is attractive, substantial and complete in the information which it contains. It is in ordinary book style, strongly bound in cloth, and is printed on coated paper, thus allowing the illustrations to be brought into excellent relief. On nearly every one of the 174 pages is one or more illustrations, some of which are printed in two colors. Not only are the various lines manufactured at their Montreal, Chicago, Fitchburg and Lockport factories illustrated, but what is at least equally important is the information which is given regarding them. Hardwaremen should have one of these catalogues.

The Shurly-Deitrich Co., Galt, have gotten out a new electric flashlight sign and are loaning this to customers. In Montreal recently ten of these flash signs were used in as many hardware store windows, advertising Maple Leaf saws.

Emerson & Fisher, Limited, St. John, N.B., have issued a neat and handy want book, which they are forwarding to all customers. The book is very complete and a credit to the publishers.

The illustration herewith shown gives but a faint conception of the striking cover of the catalogue of Hotel Kitchen Equipment which has been issued by the Gurney Foundry Company, Limited, Toronto. The cover is a combination of flat printing and embossing and produces a striking and artistic effect. There are 96 pages, 12 by 9¾ inches, containing illustrations of

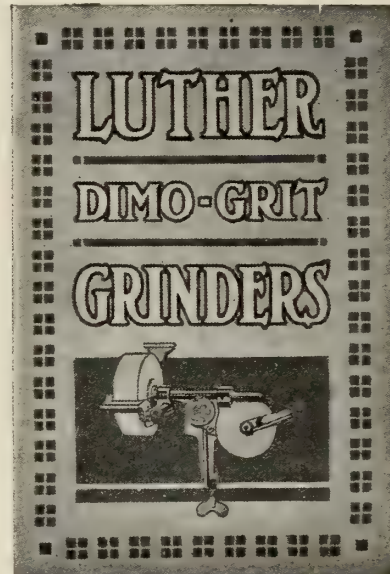


about 600 articles, beginning with ranges and ending with butchers' saws, that are used in well-appointed kitchens. There is also a handy index to code words, and a list of hotels, restaurants, clubs, etc., in which Gurney-Oxford hotel goods have been installed. The catalogue is a valuable one for hardwaremen to have in their possession.

The new catalogue just put out by the Luther Grinder Manufacturing Co. is certainly worth while looking over. The cover contains an attractive, strong design in two colors with the Luther trade mark on the back. An enameled stock of high-grade is used for inside pages.

The catalogue's interior is a realistic portrayal of the growth of the grinder business since the Luther Company started to make sharpening machines 16 years ago. Its 48 pages are devoted entirely to the machines of the Luther line and include sharpening machines of every description and for every purpose.

This catalogue is the first one gotten up by this company since they adopted their new sharpening sub-



stance, "Dime-Grit." Especially interesting is the article stating the advantages of Dime-Grit over any other sharpening substance on the market to-day.

Tool grinders are an important part of the stock of the progressive hardware stores.

"How to Sharpen" is the title of an interesting little booklet recently issued by the Pike Manufacturing Co. of Pike, N.H., to be used in connection with their advertising in the big general magazines.

"How to Sharpen" is different in many ways from the ordinary advertising booklet. It is not filled from cover to cover with inordinate praise of the manufacturer's produce, but is rather a well written treatise on sharpening stones in which Pike products are subservient to the real purpose of the booklet; namely, to lay before the "man-who-doesn't-know" real facts about the selection, care and use of sharpening stones.

A treatise so useful should be invaluable to the hardware dealer and his clerks. A careful perusal of its pages will make a better sharpening stone salesman of any clerk, whether he is selling Pike products or some other line. It will enable him to talk sharpening stones intelligently and to advise prospective customers as to the proper stone exactly fitted to their requirements.

The Pike Manufacturing Co. will be very glad to send a copy of "How to Sharpen" to anyone who is interested in the subject.

B-H PAINT EXHIBIT.

Brandram-Henderson, Limited, had a large display of their paints and white lead products in the "Made-in-Canada" train now touring the Dominion, showing their method of making white lead. Brandram-Henderson were the only paint firm to make an exhibit in this train.

Sell

Glidden

**Advanced
Finishes**

For Modern Building Construction

THE painter's great work of the present and the future is the protection and decoration of Cement, Stucco and Concrete surfaces. The painters realize this, and the painters everywhere show their appreciation of **Glidden's Advanced Finishes** for these purposes by using them on their work.

We are giving Glidden's Advanced Finishes bold advertisement to the Architects, Engineers and Painters in all parts of the country and the goods are selling and selling well. They are used on big jobs and your profits on them are big.

Are you getting your share of this business? Remember Glidden Goods are always Quality Goods, and Glidden Discounts are Quantity Discounts. Sell your painter customers: Such products as Glidden's Alkali Proof Wall Size, Concrete Floor Dressing, Liquid Cement (Coating), Waterproof Flat Finishes, Acid Proof Coating and White Cement Enamel.

Write us for full information on our special offer to the trade on these finishes. Use the attached coupon.

The Glidden Varnish Company

Factories: Toronto, Canada; Cleveland, Ohio
Branches: London, New York, Chicago

**The
Glidden
Varnish Co.**
 Toronto, Ont.

Gentlemen:

Send me full particulars of your special offer to the trade on Glidden's Advanced Finishes, understanding it will place me under no obligation.

Name

Address

Canadian Trade News

J. T. Wing & Co., Limited, Windsor, Ont., have been granted a charter. Capital, \$40,000. This firm will manufacture and deal in builders' and plumbers' supplies, hardware specialties, lubricating oils, etc.

C. H. Smith, formerly with D. W. Douglas, Campbellford, Ont., has accepted a position with the J. H. Ashdown Hardware Co., Calgary.

The Granby Hardware Co., Limited, Granby, Que., has been incorporated. Capital, \$250,000.

Mr. Adams, of Adams & Vandusen, Picton, Ont., has returned from the General Hospital, Toronto, where he recently underwent an operation.

The Down Draft Furnace Co., Galt., have moved into fine new offices recently erected.

J. C. Northcote, for 14 years with Rice Lewis & Son, has resigned to accept a position as travelling representative between Toronto and Sarnia for H. S. Howland Sons & Co., succeeding Ed. White, one of the best known hardware travellers in Ontario.

The Allan Hills Edge Tool Co., Galt, have sold four carloads of pick axes alone to McLennan & McFeeley, Vancouver, this year. This enormous sale of one article indicates that there is a tremendous volume of construction work going on in British Columbia.

This firm states that owing to floods in the Southern States a great shortage of hickory has developed and that, with the exception of one manufacturer, it is doubtful if there is any unused stock in Canada. Hickory has become harder and harder to secure each year. Prices are advancing and quality declining, and white ash is bound to replace hickory.

The corporate name of the Down Draft Furnace Co., Galt, Ont., has been changed to The Galt Stove & Furnace Co., Limited.

L. B. Snyder, for the past eight years with Geo. Potter, Berlin, has opened a hardware store at Berlin.

Bernhardt & Gies, Preston, have recently installed two iron plate racks with wire shelving, one for the display of kitchen utensils, and the other for sporting goods and smallwares. A new silent salesman is also being installed. A corner of the front of the store has also been arranged in the form of a model bathroom all the fixtures being connected up thus showing the articles in practical operation.

Creeper & Griffin, retail hardware dealers, Owen Sound, Ont., have sent out to the people of the town and surrounding country their fifth annual catalogue. The book is well gotten up and is a great help in fighting mail order competition.

The Stergian's Repeating Arms Co., Limited, Ingersoll, Ont., has been incorporated with a capital stock of \$80,000. They will manufacture military and sporting rifles and other fire arms.

Provincial charter has been granted to the Canada Saddlery, Hardware and Steel Goods, Limited, Walkerton, Ont. Saddlery, harness and vehicle hardware will be manufactured.

The Canadian Warren Axe & Tool Co., Limited, has recently been incorporated. Head office, St. Catharines, Ont. Capital stock, \$150,000. All kinds of edge tools and lumbermen's supplies will be manufactured.

The Onward Manufacturing Co., Berlin, Ont., recently sold a \$450 vacuum cleaner. This sale was

made as a direct result of their exhibit at the Guelph convention last February.

J. H. Hewson, who resigned his position with the Hamilton Stove & Heater Company to become chief clerk in the Customs house, was presented with a gold focket and charm and a meerscham pipe by the employees of the company.

On May 20, fire did \$2,000 damage to the plant of the Crown Art Stained Glass Co. and \$1,500 to that of the Colonial Varnish Co., at 96-98 Adelaide St. East, Toronto. The cause is unknown.

The Diamond Glass Co., Hamilton, Ont., suffered a \$25,000 fire on the 18th of May.

BUSINESS CHANGES.

Eastern Canada.

Bedford, Que.—McNamara & Jones have dissolved partnership.

Montreal.—A. Geffrion & Cie dissolved.

Ontario.

Toronto.—A. C. Graham sold to F. R. Jackson.

Seaforth.—Chesney & Archibald are closing out.

Toronto.—T. H. Boyd succeeds Oscar Knechtel.

Wingham.—G. A. Schmidt is closing out.

Brantford.—The Farmers' Binder Twine Co. burned out.

Hamilton.—Thos. Appleton deceased.

Manitoba.

Dominion City.—D. Phillips & Co. succeeded by Robt. Gillespie.

Miami.—Lawrence & Campbell dissolved.

Wawanesa.—Couling & Co. sold to W. S. Peters.

Darlingford.—Coleman & Co. opened store.

Norwood.—Glenwood Hardware Co. opened store.

Saskatchewan.

Watrous.—Watrous Hardware Co. succeeded by R. M. McLeod.

Brownlee.—C. W. Gimby sold to John Douglas.

Girvin.—Douglas & Stewart sold hardware stock to Geo. Hemme.

Webster.—Dulgan & O'Connor dissolved.

Bengough.—Wright & Root dissolved.

Cupar.—Mr. Shepherd, of Meldrum, Ellis & Shepherd, sold his interest.

Scott.—Scott Hardware Co. (S. S. and Leo R. Beebe) have dissolved, Leo R. Beebe continuing.

Neville.—A. Arnason opened store.

Viceroy.—Viceroy Hardware & Coal Co. started business.

Kamsack.—T. Miles sold hardware business to J. G. Hallson, continuing in furniture alone.

Moosejaw.—Peart Bros. Hardware Co. bought out J. H. Buchanan.

Bengough.—Frank Humphrey started store.

Elkhorn.—The J. J. Fallis Hardware & Implement Co., Ltd., incorporated.

Briercrest.—Chenworth & Young started store.

Alberta.

Donalda.—E. W. Grice Hardware Co. succeeded by S. K. Holton.

British Columbia.

North Vancouver.—Patterson, Goldie & Clark dissolved.

Kamloops.—Mastatt & McKenzie opened store.

Kamloops.—N. S. Dalgleish taken in A. Sinclair as partner.



TALKS ON PAINT SELLING

No. 10

The first question the merchant who intends to sell Paint and Varnish must decide is not "Whose brand shall I handle?" but "Shall I sell on a quality or a price basis?" This is probably the most important of his problems, because it involves his policy of merchandising.

If your selling policy has always been on the low-price basis and you are completely satisfied with your business and profits, this won't interest you. But if you believe that quality products of established reputation, requiring but little introduction and no excuses are profitable because the most desirable class of trade demands them and is prepared to pay for them, you should take the earliest opportunity to investigate the Sherwin-Williams Proposition.

With our extensive facilities, including the control of the production of the lead, zincs, coloring pigments and the pure linseed oil used in our products, our enormous buying power for all other materials, our selling and distributing organization with five great factories and warehouses in the leading cities in this country and

abroad, we have always maintained the principle of making price conform to quality rather than quality to price. Sherwin-Williams Agents are men whose religion is quality, and they are proving that quality products create a quality reputation for those who sell them. That is successful merchandising.

Which kind of agency do you believe in, the Sherwin-Williams Agency or the other kind?

THE SHERWIN-WILLIAMS Co.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

MADE-IN-CANADA TRAIN

The only White Lead corrodors and grinders, and manufacturers of Paints, Varnishes, etc., to exhibit in Made-in-Canada Train are

BRANDRAM-HENDERSON LIMITED

Our exhibit showing full line of B-H "ENGLISH" Paint, Varnish and Lead Products will be found in coach number 2 of the train. The exhibit is in charge of Mr. Smith of our Halifax Branch.

Booklets, color cards, etc., describing the various B-H products will be distributed to all visitors at each stopping point throughout the Western Provinces. You and your clerks are especially invited to our exhibit.

BRANDRAM-HENDERSON LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

Market Situation

The Hardware Markets.

With the opening up of warmer weather business has started with a rush and jobbers are up to their heads in work. All kinds of reasonable goods, such as lawn and garden tools, wire fencing, etc., are in excellent demand. This is the season for retailers to stock up with screen doors and windows.

All kinds of lawn and garden furniture are moving well.

Hardware jobbers report an advance in the price of leather goods, such as soles and heels. This follows an advance recently made in the price of boots and shoes. Lace leather also has advanced in price.

Refrigerators and ice cream freezers are being rushed out. The recent spell of warm weather has caused a heavy demand.

Lacrosse and baseball goods and other sporting supplies are going out fast. The new law passed by Toronto authorities, requiring that all small craft carry lamps, has created a good local demand for these goods.

Chain prices have taken a rise. This applies to coil chain, trace chain, tug chain and all other grades used in waggon hardware.

Paris green has advanced one cent per pound. Makers claim they have to get this extra amount to cover extra cost of production.

Soldering coppers have advanced one cent per pound, owing to the increased cost of copper.

English and German manufacturers of cutlery advise the likelihood of further advances in price on account of labor troubles and recent restrictions enforced by the Governments.

There has been an increase of \$2 per ton in the price of galvanized iron by both American and English makers, and this firmness in the market continues on all lines. The demand is increasing and manufacturers are having all they can do to fill orders already to hand.

The wholesale hardware trade at the principle centres report that all manufacturers are making very slow delivery, which is handicapping trade to some extent. One jobber states that a load of English shells he ordered last year for shipment January 1, has just come to hand now. This is equally true on all lines.

The demand for lawn mowers is large owing to the excessive growth of grass this season. Retailers should order at once to avoid, as far as possible, disappointment in delivery.

* * * *

Paints and Oils.

The demand for prepared paints and paint materials has exceeded all expectations and wholesalers are experiencing the best season they have had in many years. Already some retailers are sending in repeat orders, showing that the demand all over the country is excessive.

Prices have an upward tendency owing to the extreme firmness of the markets. During the past two weeks linseed oil has advanced twice and is now selling at \$1.03 for raw and \$1.06 for boiled. Dealers are finding some difficulty in getting supplies so it is altogether likely that these prices will remain.

White lead has advanced twice during the past two weeks, and is now quoted at \$7.30. There is a feeling that this advance is only temporary and that a further increase will soon be made. There is an excellent demand and a decided firmness to the market.

The demand for turpentine keeps up and stocks are growing lighter. The market is firm at the present price of 71 cents.

* * * *

The Metal Markets.

Metal markets all over the world are showing a firmness.

The consumption is greater than it has been for many years and each week it is getting even larger. Building activity in all parts of the country has created a big demand for structural steel.

Delay in making deliveries is causing some little trouble among the jobbing houses and retailers, but the situation has improved during the past couple of weeks and the effect on trade is not nearly so noticeable.

Copper is firm and scarce. The demand has been so great that stocks, in many cases, have become almost depleted. The price has gone up and the present quotation is \$18.50. Indications point to a continued heavy business, and it looks as if prices will go higher yet.

Tin surprised everybody and took a slight decline during the past two weeks, but it is not felt that this will last long, but that the former high level will come back again shortly. The cause of the temporary drop is attributed to the Banca sale, and as soon as this is over it is expected that the market will go back to the position it has held for some time past.

Pig iron remains firm, with a good demand. There is no change in prices but there is no telling how soon there will be. The market is showing an upward tendency.

Spelter is as scarce as ever and the market is decidedly firm. On every hand rumors of further advances are heard.

Lead continues firm and with the good demand and higher prices would not be at all surprising.

MARRIAGE OF MISS LARIVIERE.

The marriage of Miss Yvonne Lariviere, the only daughter of Mr. and Mrs. Fred. C. Lariviere, president of the well-known hardware firm Lariviere Incorporee, to Mr. J. Arthur Villeneuve, only son of Mr. Leonidas Villeneuve, wholesale wood merchant, Montreal, ex-Mayor of the town of St. Louis, now one of the wards of the City of Montreal, took place on June 3rd at St. Peter's Cathedral, Montreal, His Grace Archbishop Bruchesi performing the ceremony. The bride and the bridegroom were given away by their respective fathers. The bridegroom's gift to the bride was a three-diamond ring.

After the ceremony a reception was held in the ladies' parlor of the Windsor Hotel. The happy couple will spend their honeymoon visiting Toronto, Niagara Falls and other western cities.

Those who have had the advantage of taking part in 1909 in the Montreal excursion of the Ontario Retail Hardware and Stove Dealers' Association will remember Miss Lariviere who assisted her mother at the reception given at Lariviere Incorporee store.

The Journal wishes to extend its congratulations and best wishes to the newly married couple.

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited

Makers

Bristol, Newport

A. C. LESLIE & Co., Limited

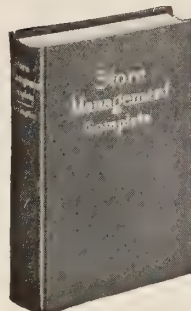
MONTREAL

Managers Canadian Branch

Store Management Complete

16 Full-Page
Illustrations

ANOTHER NEW BOOK



By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

272 Pages
Bound in Cloth

CHAPTER V.—**THE STORE POLICY**
What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

Send us \$1.00 for the book and a six months trial subscription to this paper.

Commercial Press, Limited

Publishers

Canadian Hardware, Stove & Paint Journal

408 McKinnon Building, Toronto

Here's Your "Cue" Mr. Paint Man



The tale of "quality" travels far and fast — if it is a tale of good quality it helps — if poor quality it hurts. Sell a paint that disappoints — that fades, chalks off, and does all the other things a poor paint generally does and you will be surprised how far and how fast the dissatisfied patrons spread the news and the dissatisfaction. On the other hand sell

Martin-Senour Paint 100% Pure

and you will wonder what it is that is building up your business so fast. Satisfaction delights in telling about the thing that satisfies so much. It

is not a silent salesman — rather it gets up on the housetop and lets the neighbors all know what it is so pleased about. What will a hundred such salesmen do for you? Sell Martin-Senour Paint and see. Write today for the way to get them started talking for you.

The Martin-Senour Co., Limited

Pioneers of Pure Paint

Montreal

Chicago

Winnipeg



The
Tale
of
Quality

Has a long, long reach —

PREVAILING MARKET PRICES.

Toronto, June 3rd, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 08
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 18½
Sheets, plain, 14 oz. base	0 26
Sheets, tinned, 14 oz. base	0 27
Sheets, plished, 14 oz. base	0 34
Sheets, braziers.	0 26
Bars, round ½ to 2 in. .	0 24
Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40
Canada Plates—	
Ordinary, 52 sheets, Toronto	2 90
All bright, 52 sheets.	4 00
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40
Galvanized Sheets (Corrugated)—	
22 gauge, per square	6 10
24 gauge, per square	5 00
26 gauge, per square	3 85
28 gauge, per square	3 65
Galvanized Sheets. Fleur Queen's	
de Lis Head	3 70
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less.	
Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English) ..	3 95
10½ oz., equal to 28 Eng. 4	25
Iron Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19
Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
75; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	Toronto
Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10. .	Toronto
Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. 2	30
Sleigh shoe and mild steel 2	15
Iron finished steel, 2 15	25
Fire steel	2 35
High speed steel	0 65
Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18	25
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50
Lead, Canadian pig.	4 25
Imported pig, 100 lb.	4 50
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft. 5	00
Pipe and waste	30 p.c.
Traps and bends	50 p.c.
Solder, half and half, lb.,	
24½ 26½	
Spelter, foreign, per 100 lb. 6	75
Sheet Zinc	8 50
Ingots, 100 lb.	47 00
Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Ret-	
inned.	
I C, 14x20 base	5 50
I X, 14x20 base	5 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard	
Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35
Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00
Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00
Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 35
72x30 up to 26 gauge,	
case lots	7 85
Scrap Metal, Dealers' Buying	
Prices—	
Heavy Copper and Wire lb. 11½	
Light copper bottoms	09½
Heavy red brass	10½
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02½
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap. .	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00
1 00 1 10	
Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue	
Stone)	0 06
Litharge, ground	0 5½
Litharge, flaked	0 06
Green copperas (green	
vitriol)	0 01
Sugar of Lead	0 09
Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green,	
pure	0 15
Marine black, 25 lb. irons	
Signwriters' black, pure. .	0 6½
Glue, in sheets.	0 10
1 lb. packages (Brantford)	
0 25	
Petroleum—	
Can. Prime white, gal. 0	12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½
Putty—	
Bulk in casks	2 35
Bulk 100 lb. drums	2 70
Bladders in barrels. .	2 90
Ready Mixed Paints—	
Per gallon, qt. tins. 1	65
2 00	
Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	5 00
Genuine, 100 lb. kegs,	
per cwt.	5 50
Shingle Stains—	
In 5-gallon buckets. .	0 95
Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels.	0 69
Linseed Oil, single barrel,	
raw	0 92
Linseed Oil, single barrel,	
boiled	0 95
Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—

Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints, per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70
White Lead ground in oil—	
Canadian pure, less than tons.	7 30
Canadian pure. ton lots. .	7 15
White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 10

Window Glass—

United Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90	15 00	
91 to 95	17 50	
96 to 100	20 50	
Toronto, 25 p.c.		

Miscellaneous—

Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. .	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05½
Chain—Proof coil, per 100 lb. ¼	
in., \$6.00; 5-16 in., \$4.85; ¾	
in., \$4.25; 7-16 in., \$4.00; 1½	
in., \$3.75; 9-16 in., \$3.70; 5	
in., \$3.65; ¾ in., \$3.60; 1 in.,	
\$3.45; 1 in., \$3.40. .	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	
Forges—	
Blacksmith's portable, 135	
lbs.,	9 85
Horse Nails—	
\$2.80 per box base No. 9 and	
larger.	
Horseshoes—Iron, light & me-	
dium, No. 1 and smaller, \$3.75;	
No. 2 and larger, \$3.50; snow	
pattern, No. 1 and smaller,	
\$4.00; No. 2 and larger, \$3.75;	
"N.L." new light steel, No. 1 and	
smaller, \$4.10; No. 2 and larger,	
\$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.25;	
special countersunk steel, No.	
0 to 4, \$5.50 pkg; toe-weight,	
all sizes, \$6.00. .	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes. .	
Wire Nails, base.	2 20
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	
Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33-1-3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.85.	
Annealed Wire, base \$2.35. .	
Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	
Clothes Line Wire—No. 19, \$2.00 per	
100 ft.,	

Coiled Spring Wire—

High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal. .	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed. .	
Poultry Netting—2-in. mesh, 19	
w.g. 60 and 2½ p.c.	
Smooth Steel Wire—base, \$2.35.	
Wire Fencing, car lots—Toronto.	
Galvanized, barb	2 25
Galvanized, plain twist ..	2 60
Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto. .	
Wrought Staples—	
Galvanized	2 85
Plain	2 60
Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 3	55
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

GENERAL HARDWARE.

Adzes — Carpenters', per	
doz.	12 50
14 00	
Axes — Single bit,	
per doz.	6 00
9 00	
Double bit, per	
doz.	10 00
12 00	
Bench axes	6 75
10 00	
Broad axes	22 75
25 00	
Hunters' axes ..	5 00
6 00	
'Boys' axes	5 75
6 50	
Lathing hatchets 4	70
10 00	
Shingle hatchets. 1	45
6 75	
Claw hatchets ..	1 70
5 00	
Barrel hatchets ..	5 50
6 85	
Ammunition—"Dominion" Rim Fire	
Cartridges and C.B. caps, 50, 10	
& 2½ p.c.; B.B. caps, 50, 10	
& 2½ p.c.; Centre Fire Pistol	
Cartridges, 25 and 2½ p.c.;	
Centre Fire Sporting and Military	
Cartridges, 10 and 10 p.c.;	
Primers, 10 and 2½ p.c.; Brass	
Shot Shells, 45 and 12½ p.c.;	
Shot Cartridges, discount same	
as ball cartridges. .	
"Crown" Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regal" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 35	
p.c.	
Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs., 25 per	
cent; net extras as follows: Chill-	
ed, 40c.; buck and seal, 80c.;	
No. 28 ball, \$1.20, per 100 lbs.;	
bags less than 25 lbs., ½c. per	
lb. Add freight to Toronto 15	
cents 100 lbs.	
Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 47½; Gil-	
mour's auger, 60; Rockford's	
auger, 50 and 10; Gilmour's car,	
47½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	
Barn Door Hangers—	
Double straphangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25
Bolts and Nuts—	
Carriage Bolts, common new \$1	
list.	
Carriage Bolts, ¾ and smaller,	
70 p.c.	
Carriage Bolts, 7-16 and up,	
70 p.c.	
Carriage Bolts, Norway Iron (\$3	
list), 60 p.c.	
Machine Bolts, ¾ and less, 60,	
10 & 10 p.c.	
Machine Bolts, 7-16 and up,	
60 p.c.	
Plough Bolts, 55, 5 & 10 p.c.	
Blank Bolts, 60 p.c.	
Bolt Ends, 6 Op.c.	
Sleigh Shoe Bolts, ¾ and less,	
60 and 10 p.c.	
Sleigh Shoe Bolts, 7-16 and	
larger, 55 and 05 p.c.	
Coach Screws, new list, 7 p.c.	
Nuts, square, all sizes, 4½c per	
lb. off.	
Nuts, hexagon, all sizes, 4½c	
per lb. off.	
Stove rods, per lb., 5 ½c to 6c.	
Stove Bolts, 80.	



**For Finishing
Floors—and
Nothing Else**



For use on any kind of floor—old or new, painted or unpainted, stained or unstained—the one best floor finish is



Floor Finish

It dries hard over night, and gives a beautiful permanent lustre that is waterproof, mar-proof, and will not heel-mark.

Equally effective for finishing and preserving oilcloth or linoleum.

Feature this well-known line and reap the benefit of our remarkably forceful consumer publicity.

Every can contains full Imperial Measure.

INTERNATIONAL VARNISH CO.
LIMITED

TORONTO WINNIPEG

Canadian Factory of Standard Varnish Works

New York Chicago London Berlin
Brussels Melbourne

Largest in the world and first to establish definite standards of quality

L27

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HREE TIMES AS MUCH PROFIT

Our M-L FLAT WALL COLORS are the newest addition to the M-L Line. Carry them and you can sell paint for the plaster work in a house as well as the woodwork. Instead of selling only floor and wainscoting paint, include FLAT WALL COLORS. You immediately have all the ordinary market needs of a house, and more, at your command.

Dainty art shades drying flat and clean, without brush marks. May be cleaned with soap and water—will not spot—lie evenly. Write to-day for cards and our book, "The Wall beautiful and Hygienic."

Imperial Varnish and Color Co.
6-24 Morse Street, Toronto Limited
Winnipeg 108 Princess Street Vancouver 365 Water Street

BRONZITE

THE PERMANENT GREEN

Bronzite is a permanent green whose base is the ore of kolonite. It is different from all other greens in that it may be depended upon to withstand, for an indefinite time, the action of sun and water. Try it on some work that calls for the best you can get and you will admit that our claim is true. Six beautiful shades in 1, 2, 3, 5, 12½ and 25 lb. tins. Write for color card and prices. Prices are lower than any other green.

SANDERSON PEARCY & CO.
61-63-65 Adelaide St. West Limited
TORONTO

THE PAINT OUTLOOK—GOOD

Spring business opened unusually well and promises to be an excellent season for the sale of paints and varnishes.

Canada Paint Dealers everywhere report good business, indicating the appreciation on the part of property owners, of the preservative and hygienic value of Paint.

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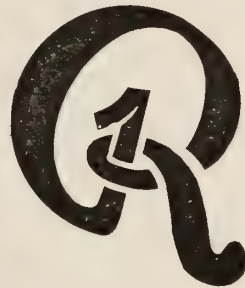
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is in *every* drop of paint in *every* can of Ramsay's Paints which leaves the factory where we make the right paint to paint right. This argument is the everlasting satisfaction giving quality found always in

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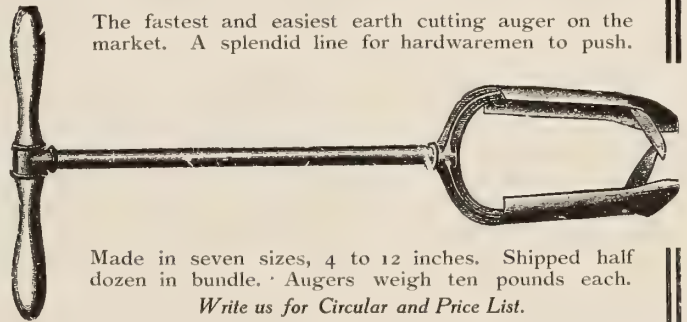
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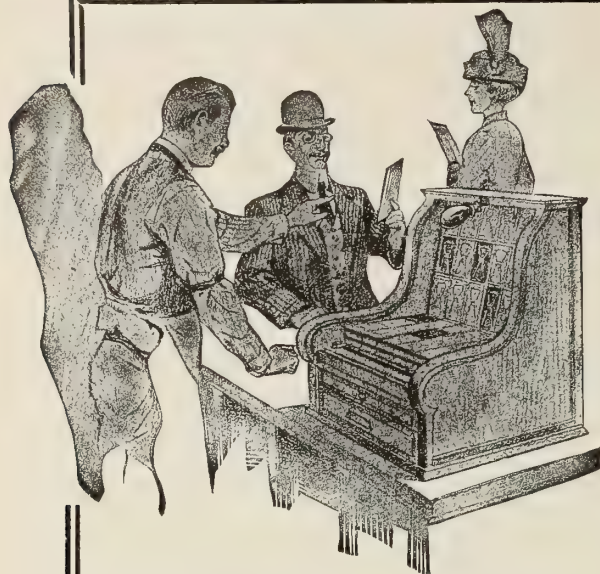
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It Pleases Your Trade

When you please your trade, you are building success commercially.

The easiest way is to let your customers know just what they pay for goods, what they owe after each purchase and to have your accounts in such shape that you can, without making another figure, tell them the total of their indebtedness.

With The McCaskey Gravity Account Register System every account is posted and totaled with each purchase and each customer has the same record of the account as the merchant and in the same handwriting. Giving the customer a statement in full with each purchase inspires him with confidence in his dealer. He wants to trade where he knows how his account stands at all times, where his account is ready for settlement at the same figures he has whenever he is ready to settle.

Only
One Writing

The McCASKEY SYSTEM

First and Still
the Best

Is in use in 70,000 retail stores in Canada and the United States. Seventy thousand merchants find that The McCaskey System cuts out useless book-keeping, (posting and copying from one book to another), prevents errors in keeping accounts, prevents loss of customers through disputes over accounts, prevents forgetting to charge, acts as an automatic collector, as an automatic credit limit and puts them in position to prove their loss in case of fire.

Do you want to know who in your locality is using The McCaskey System? We have thousands of testimonials, some from merchants you know in your state, county and town.

A postal card or a letter will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know what you want.

DOMINION REGISTER CO., Limited

90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

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MEASURING TAPES WITH *Instantaneous* READINGS



An improvement originated and brought out a few years ago by

LUFKIN

PATENTED IN CANADA AND ENGLAND

U. S. Patent pending.

The **LUFKIN** Line has always given satisfaction. It maintains its reputation.

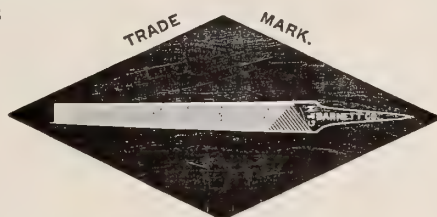
THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

COWAN & BRITTON HINGES---BUTTS---HARDWARE

UNIFORM DEPENDABLE QUALITY

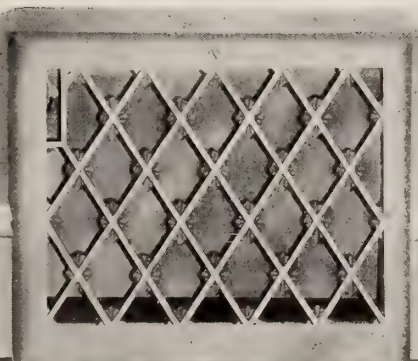
The cost of Cowan & Britton goods is about the same as that paid for inferior lines. Specify Cowan & Britton make when ordering from your jobber.

FACTORY AND HEAD OFFICE - - GANANOQUE, CANADA

Western Representatives (D. PHILIP, 291½ Portage Ave., Winnipeg.
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THE IMPERIAL

**CANADIAN
FERROSTEEL COMPANY**

Bridgeburg, Ontario

SIDE WALL REGISTER

SPECIALISTS

ALL DESIGNS

ALL FINISHES

ALL SIZES



THE MOORISH

DOMINION AMMUNITION

Brings Customers

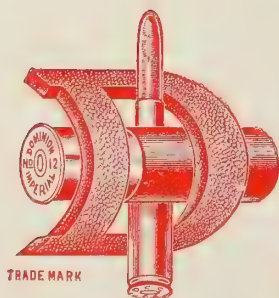
Gives Satisfaction

Carries Profits

DOMINION CARTRIDGE COMPANY

Limited

MONTREAL
CANADA



TRADE MARK



TRADE MARK

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 4.

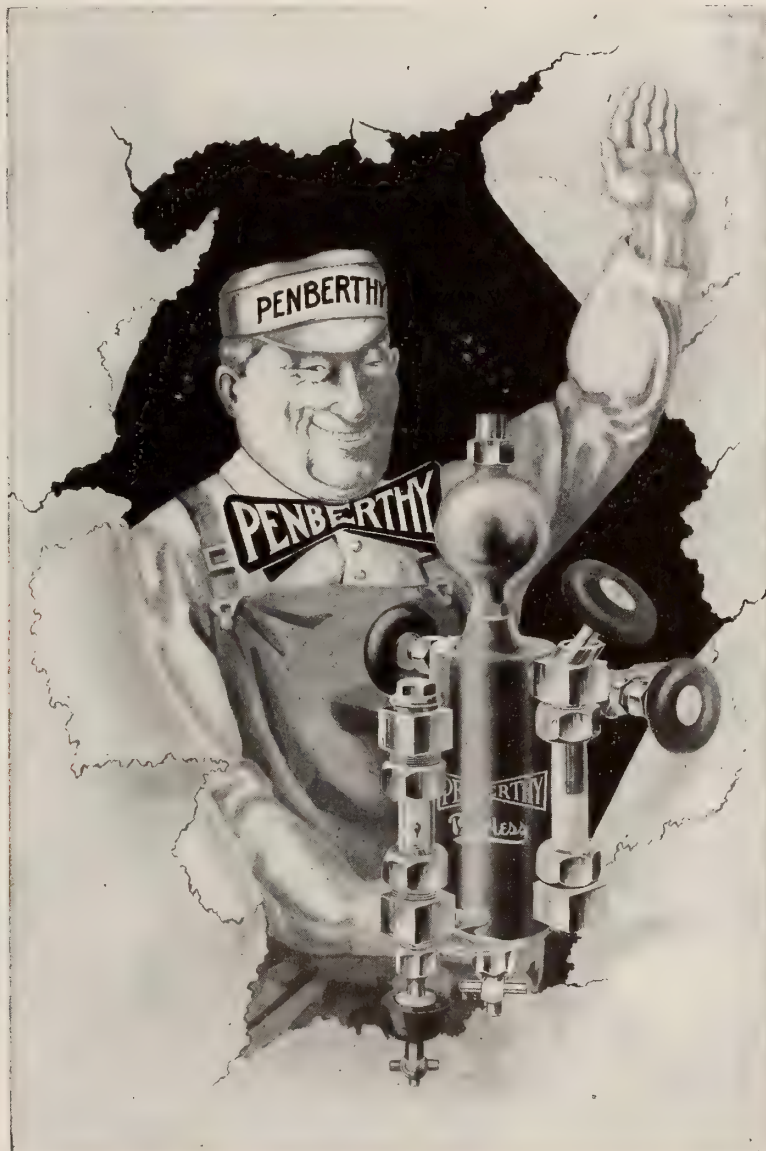
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No. 7.

Peerless

Get
All
The
Lubricator
Comforts

Peerless



Peerless

The
Best Value
For
The
Money

Peerless

The Peerless Sight Feed Lubricator

Is specially designed and recommended for high grade engines where the service demands

RELIABILITY—ACCURACY—SATISFACTION

Tested and inspected by mechanical experts before leaving our factory and absolutely guaranteed

Manufactured by

PENBERTHY INJECTOR CO., Limited

WINDSOR, ONT.

Don't Let Your "Gillette Depot" Sign Get Weatherworn

You know how well that big blue and yellow "GILLETTE DEPOT" sign has served you for nearly two years. You know how much it has meant to have your store conspicuously marked out as the local headquarters for the GILLETTE Safety Razor and Blades.

Don't let that advantage slip away.

If your "GILLETTE DEPOT" Sign is not as fresh and attractive as it once was, write us right away. We have a new sign waiting here to replace it, and will ship immediately. Just state whether you want the flanged sign, to project from the store front, or the square one which nails on flat.

If you show one or two bright, fresh "GILLETTE DEPOT" Signs, and a good line of GILLETTE Sets and blades, you hold all the trumps in the razor game. The GILLETTE is the keenest, smoothest-shaving, quickest and most satisfactory razor made. This means much to you and everything to your customers. The selling price is protected—there's no price-cutting—and you are always sure of a quick turnover and a substantial profit on every razor you take into stock.

Why waste your time, your window-space and your energy on "next-bests" or cheap foreign make-shifts? *Concentrate on the GILLETTE.* Give it a fair showing in your windows and on your counters. Write for (and use) the handsome store cards and other displays which we are continually devising.

Push the GILLETTE—identify your store with it—and you will find it the liveliest, most profitable specialty in your store.

Don't forget to write for that new "GILLETTE DEPOT" Sign.



The Gillette Safety Razor Co., of Canada

Limited

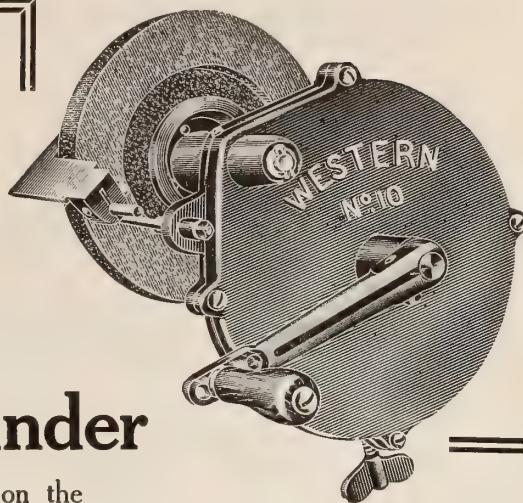
Office and Factory : The New Gillette Bldg., Montreal



TOOLS NEEDED IN EVERY HOME

*Fast Sellers and
Profit Makers*

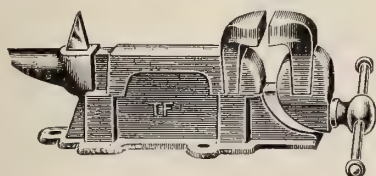
The Western Tool Grinder



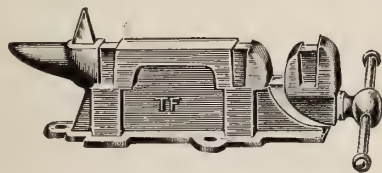
Is the lightest running and longest-lived grinding machine on the market. It is noiseless, dirtless and chainless, having encased cut gears, and the friction is reduced to the minimum. Every part is made of the finest iron and the wheel is the best corundum, 7 x 1. Packed in a box it weighs only 20 pounds.

EVERY FARMHOUSE, HOME WORKSHOP AND SUMMER RESORT should be equipped with a WESTERN TOOL GRINDER and a COMBINATION ANVIL and VISE. There is always something wanting to be fixed and the hardwareman who recommends these satisfaction-giving Taylor-Forbes Tools will win favor and make good profit on the sales.

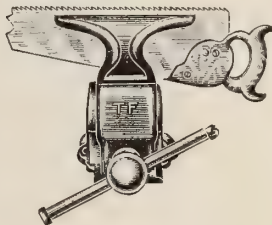
COMBINATION ANVIL AND VISE



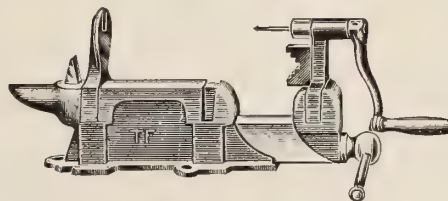
No. 1—Combination Anvil and Vise



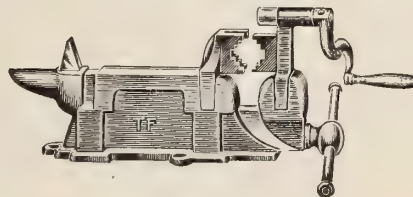
No. 2—Anvil with Chilled Face



No. 3—Saw Clamp



No. 4—Drill Press



No. 5—Pipe Vise

No. 20

*Five Tools
in One*

No Workshop is Complete Without a "T. F." No. 20 Vise

It combines all the advantages of five tools for the price of one, and is also a great time and labor saver—it is a workshop in itself. All parts are made from the best carefully selected materials, specially tempered. The various parts are quickly put on or taken off and there are no bolts or screws to get lost or become rusty.

*Ask your jobber for "Taylor-Forbes" Goods
If he cannot supply you, write us direct*

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Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 531-2 Dock St., St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

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Or do these orders go direct to the manufacturers or to a neighboring city where there is a warehouse.

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Why don't **you** corral this belting business by putting in a stock of the smaller sizes most generally used? The profit is good, the demand steady, and we'll advertise your stock in your locality.

If you'll drop us a line we can put an interesting proposition before you.

Sadler & Haworth

Tanners and Manufacturers

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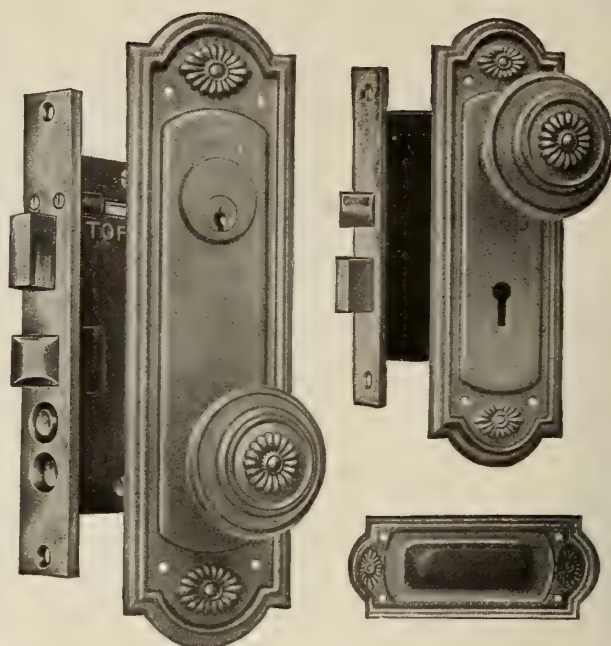
TORONTO
27 Melinda St.

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VANCOUVER
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WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*



"Rome" Design

BUILDERS' HARDWARE

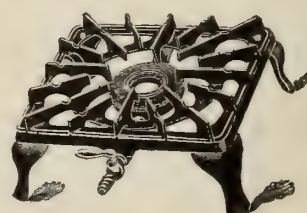
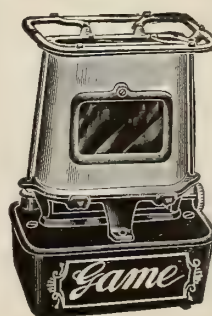
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Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

*Send for complete descriptive
catalogues and price list of
over 600 items.*

The Taylor & Boggis
Foundry Company

Cleveland, Ohio





Rush Orders



Often in the rush and hurry of modern business, stocks will be found running low. There is one thing to do—Rush your order to us and we will forward the goods as quickly as the railways can carry it.

While filling out your order sheet remember that lines carrying

Howland's "Samson" Quality

"Trade Mark Registered"

are the goods that win trade on account of the extra quality and value that is given. Let us have your order.

Samson Farm and Garden Tools with their extra high quality are the very best lines which the retail merchant can purchase just now.

H. S. Howland Sons & Co., Limited

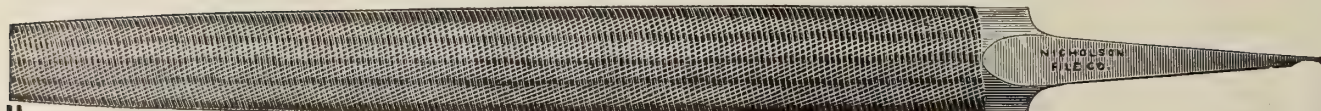
Wholesale Hardware

TORONTO

WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST



Nicholson-Made Files are Business Builders

They bring into your store the highest grade workmen, for dealers who handle NICHOLSON-MADE FILES AND RASPS are invariably leaders and also carry standard articles in other lines.

Confidence is not created—it grows

For nearly fifty years the NICHOLSON FILE COMPANY has been building its reputation for highest quality Files. All classes of file users know that our trade mark on a file assures them of the finest steel, sharp cutting teeth, even temper and long wearing qualities.

For sale by all hardware jobbers

THE BEST BRANDS

Great Western.
Arcade.
American.
Globe.
Eagle.
Kearney & Foot.
McClellan.
J. B. Smith.

MADE IN CANADA

Nicholson File Company, Port Hope, Ontario



TO THE HARDWARE TRADE

Do NOT let your Competitor make ALL the Sales when YOU can draw the greatest part of it your way by handling our guaranteed line of

WELDED SHOVELS

Perfectly Balanced Unsurpassed in Finish

We make Welded Shovels because Experience Proves and the Trade Demands shovels that are Stronger and more Durable than other makes.

PROMPT SHIPMENTS GUARANTEED

Write for catalogue or prices to any of these addresses

The Lundy Shovel & Tool Co., Limited

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Tees & Perse of Alberta, Limited

BRITISH COLUMBIA
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We Guarantee Them



Largest Manufacturers of
DRAW KNIVES
in Canada

Allan Hills Edge Tool Co.

Galt, Ontario

E. SCHOFIELD
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N. J. DINNEN
141 Bannantyne Ave.
Winnipeg
Western Representative

Enameled Preserving Kettles and Berlin Pots



There is Profit to the Dealer and Satisfaction to the Customer in every Sale Made.

Now is the time to place your order for these lines—*Don't leave it till you're asked for them.*

We have all sizes on hand from 2 quart to 30 quart capacity and can make prompt shipments in our well known brands of

"Colonial" "Premier"

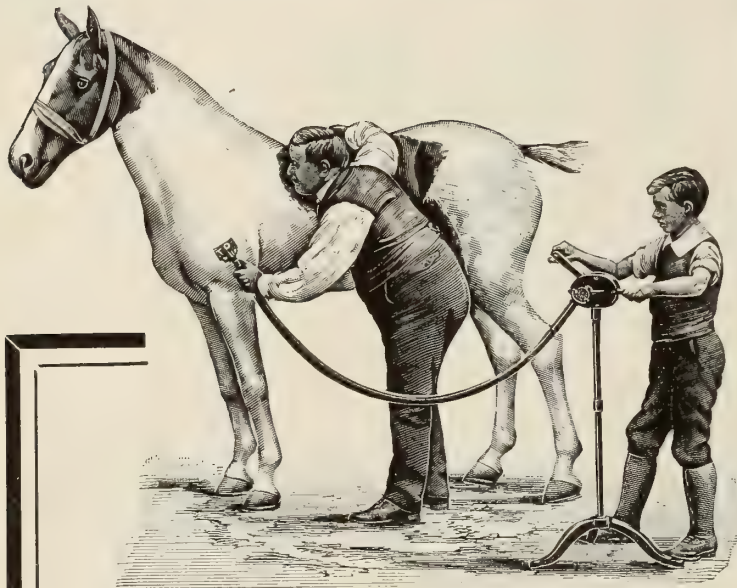
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"Britannic" Wares



The Thos. Davidson Mfg. Company, Limited

Montreal Winnipeg Toronto



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

MOTOR BOAT AND AUTOMOBILE SUPPLIES



EVERY Hardware dealer should realize the growing popularity of Motor Boating, and the large trade in Accessories and Marine Engines arising from same.

The wide awake dealer should have all the necessary supplies, such as Magnetos, Spark-Plugs, Carburators, Lights, and a full line of Marine Hardware and Automobile specialties.

Our stock is the largest in Canada, and our nearest house can fill your requirements promptly.

Our Catalog, No. 24, shows one line of Motor Boat accessories.

A card to our nearest branch will bring it to you.

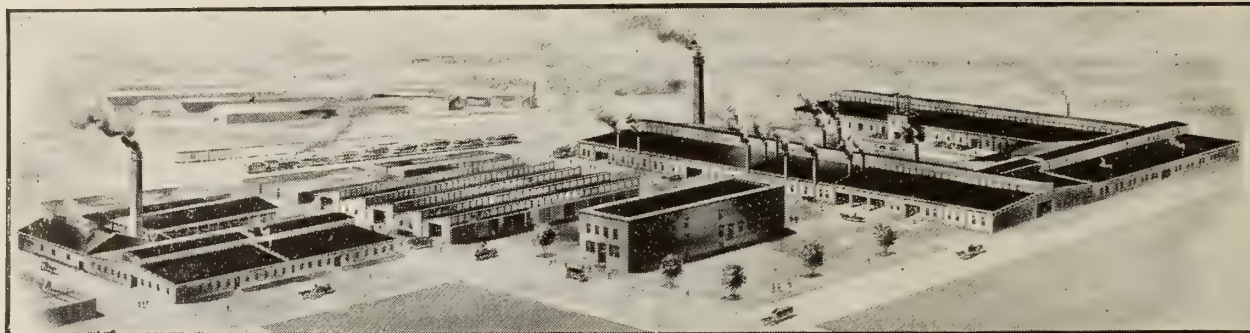
If you are interested in Marine Engines, let us send you a Catalog No. 23, illustrating "Fairbanks-Morse" Marine Engine.

THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

*Fairbanks Standard Scales, Fairbanks-Morse Gas and Gasoline Engines
Safes and Vaults.*

MONTREAL ST. JOHN OTTAWA TORONTO WINNIPEG CALGARY
SASKATOON VANCOUVER VICTORIA



Clinch the Roofing Contract

You positively cannot say too much for BRANTFORD ROOFING. The cut shows the George White & Sons Co.'s plant situated right beside the G.T. main line in London, Ontario. Even the Boiler House and Foundries are covered with

BRANTFORD ROOFING

and a roofing that successfully withstands the combined action of fierce heat within and flying sparks and hot cinders, flung from passing trains, without—besides defying wear and weather—cannot be too highly recommended.

N.B.—When you see excavation work going on go after the Roofing Contract and clinch it. BRANTFORD ROOFING will enhance your reputation, and there is a reasonable margin of profit in it for you. Write for our new catalogue.

BRANTFORD ROOFING CO., Ltd., Brantford, Canada

Branch Warehouses—MONTREAL, 9 Place D' Youville; WINNIPEG, 117 Market Street



THIS WASHER Appeals to Women

because of the recent improved features that make it the most efficient and convenient washer sold at the price.

CONNOR Ball Bearing Washer

will make your washing machine dept. a success and a big dividend earner. Many progressive dealers have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. You can do equally as well. Drop a card for our new catalog.

J. H. Connor & Son, Ltd., Ottawa, Ont.

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The Eighth Annual Convention and Exhibition of the Ontario Retail Hardware and Stove Dealers' Association is to be held at Hamilton in February, 1913. Make your plans to attend it.

Build Up Your Profits

By handling our BALE-TIES for baling purposes. Our baling wire is all extra strong and pliable.

LAIDLAW WIRE NAILS AND STAPLES (all sizes) are the Standard for Canada. If you want to sell WIRE NAILS of superior quality, consult us.

We also make a specialty of manufacturing WIRE for CONCRETE BONDING, or, in fact, for any purpose.

Send Us a Trial Order

The Laidlaw Bale-Tie Co., Limited

Henry F. Moulden, Winnipeg
George W. Laidlaw, Vancouver

Hamilton, Ontario



Here's a Couple of Good Sellers

*Made Right and backed
by C-D Efficiency*



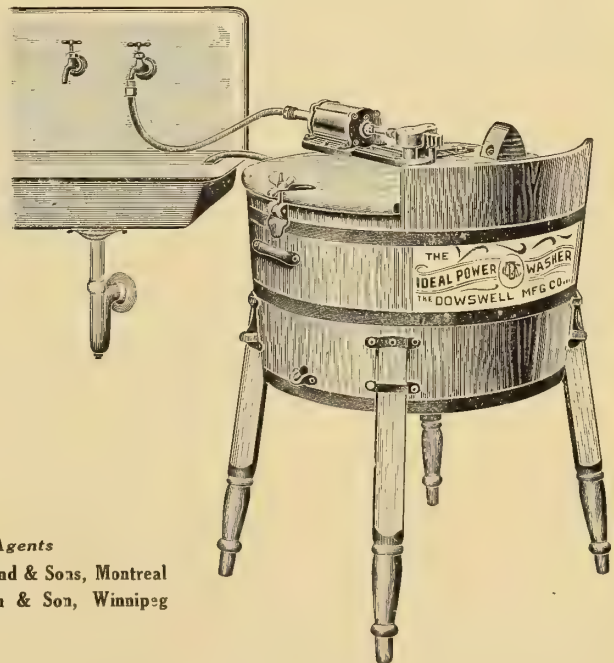
**Real
Quality
at the
Right
Price**

Agents

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H. F. Moulden & Son, Winnipeg

Made by

Cummer-Dowswell, Limited
Hamilton, Ontario



BUILDERS HARDWARE WITH A REPUTATION

CRESCENT



Hinges, Butts, Staples, Latches, Gate Hooks,
Parlor Door Hangers, Barn Door Hangers,
Corrugated Strap and Tee Hinges, and Light,
Medium and Heavy Strap and Tee Hinges

CANADA STEEL GOODS CO., Limited
HAMILTON, - - - ONTARIO

The Steel Company of Canada Limited

WIRE

Oiled and Annealed Wire, Barbed Wire
Galvanized Coiled Spring Wire
Wire Nails, Fence Staples, Tacks
Wood Screws, Machine Screws
Rivets and Burrs

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J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.

Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

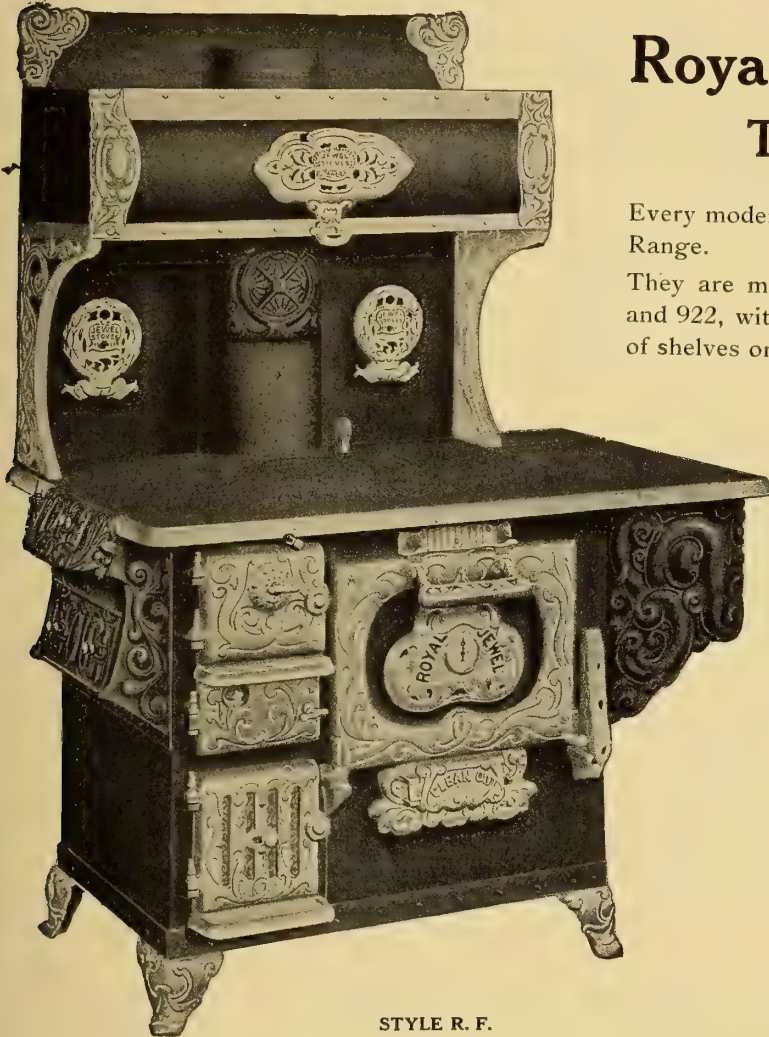
Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.



STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.

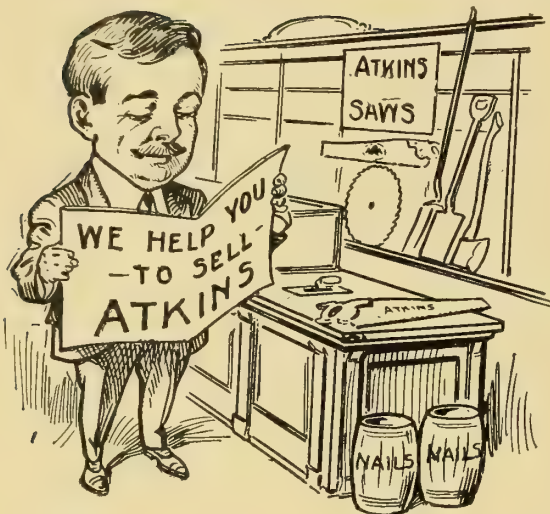


The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON

Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

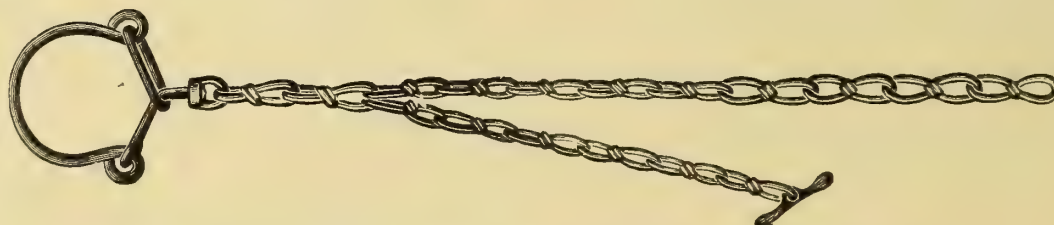
Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.



GREENING'S COW TIES

Are the Lightest, Strongest and Best Chains on the Market

Made in Six Sizes and Six Styles

Also Halter, Dog, Kennel, Tie-out and Trace Chains

Manufactured by

The B. Greening Wire Co., Limited

Hamilton, Ont.

Montreal, Que.

Tie Out Chains

Greening's Special

Three Chain Cow Tie

Four Chain Cow Tie



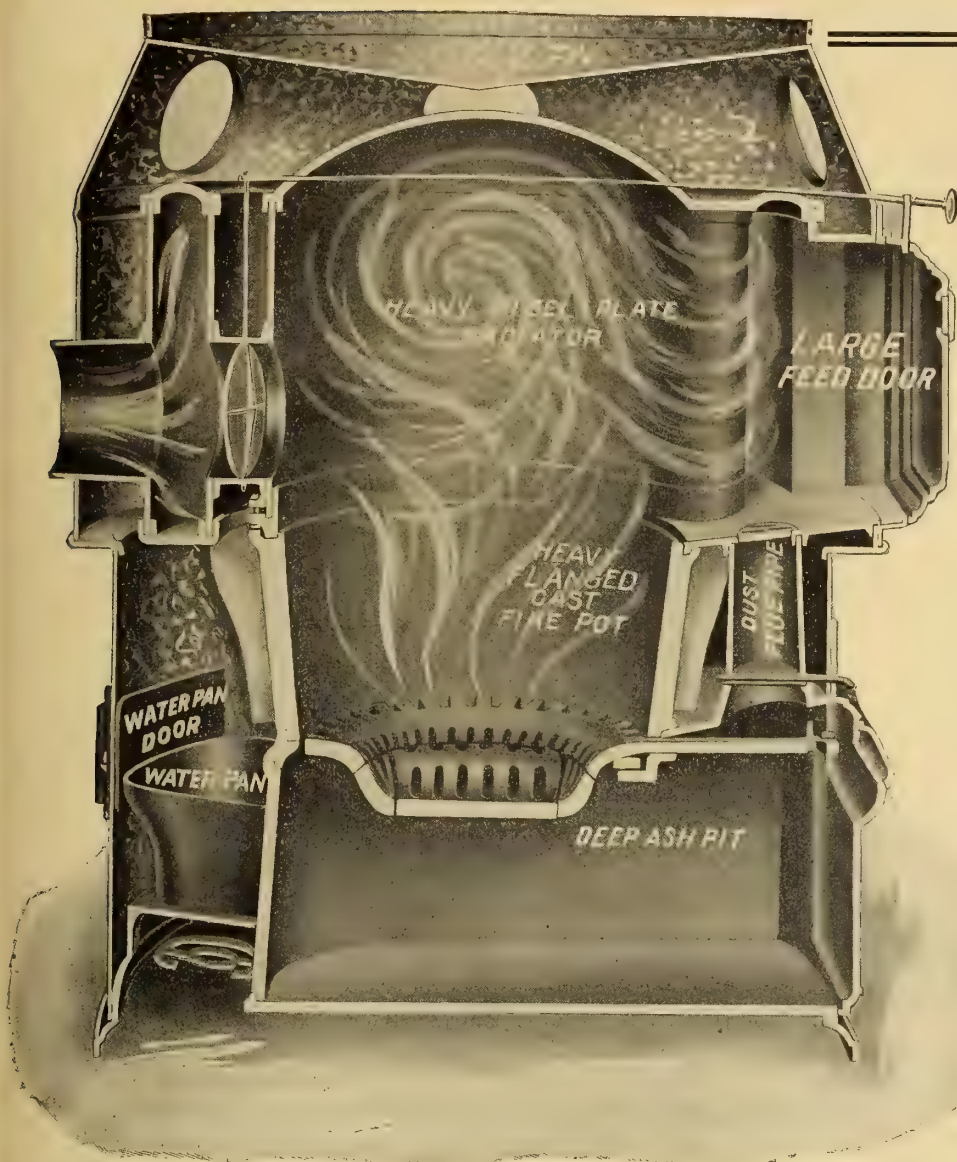
Halter, Dog and Kennel Chains



Trace Chains



Closed Ring Cow Tie



NEW IDEA Souvenir Furnace

*The Only
Furnace
Backed
With a
Five Year
Guarantee
Bond*

Furnace men have a strong selling argument in the Warranty Bond given by us with every Souvenir Furnace, New Idea Series, its many years of successful operation enabling us to stand behind it with a five year guarantee.

Cross Section View of the New Idea Souvenir

SPECIAL FEATURES OF CONSTRUCTION

HIGH GRADE MATERIAL—The same iron used in our Locks and Builders' Hardware is used in our Stoves, Furnaces and Registers. Cheap pig or scrap iron would cost less but would not give us as strong a furnace.

TRIPLE RADIATING SURFACES—The construction of our large steel radiator gives a long fire travel, the heat first striking the top of dome, then being thrown to front of furnace, from where it passes each way around the outer radiator to the smoke outlet.

SOLID BASE and ASH-PIT—A solid cast iron base ensures greater durability than if sheet iron were used. A roomy ash-pit with large door and a low down water pan are other good talking points.

DUPLEX ASH GRATES—Easily operated and easily removed through the ash pit door, the NEW IDEA series grate embodies all the advantages found in rocking, dumping or shaking grates while being so simple in construction that it does not require an expert to repair them. Special wood grates can be installed or removed in a moment through the feed door.

LARGE FEED DOOR—Nothing is so aggravating in operating a furnace as to have a small feed door through which blocks of wood will not pass or which causes coal to spill over the floor. The NEW IDEA feed door is extra large and is fitted with a smoke flap and a full size hot blast guard.

WE HAVE A SPECIAL PROPOSITION TO LIVE DEALERS

If you are interested in increasing your heating business a post card request will bring you our catalogue and details of our special proposition

HAMILTON STOVE & HEATER CO., Ltd.

(SUCCESSORS TO GURNEY, TILDEN & COMPANY, LIMITED)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver



JUST THE GOODS FOR WEDDING PRESENTS

“SANITARY” Bread and Cake Boxes

Something New

Note the Round Corners—Ribbed Unbendable Covers—Artistic Decorating.

No sharp corners to cut the hand—no angles to hold stale particles of bread or cake.

We are introducing this line for the first time to the Canadian trade.

Be the first to introduce “SANITARY” Bread and Cake boxes in your territory.

As a protection against damage, and a convenience in shipping, we are putting up the Bread Boxes three sizes nested in a carton, with no extra charge for packing

The Cake Boxes, however, cannot be nested on account of the trays.

	Bread	Cake	Size, ins.	Write for Prices
Nos.	200	20	13 x 9½ x 9½	
“	300	30	15¼ x 10½ x 11¼	
“	400	40	18 x 12¼ x 13½	

Ask us to send you price list of complete line of I. X. White Japanned Tinware. The goods are unparalleled and the prices reasonable.

E. T. Wright & Co., Hamilton, Can.

(H. G. Wright)

Agencies at Vancouver, Winnipeg and Toronto

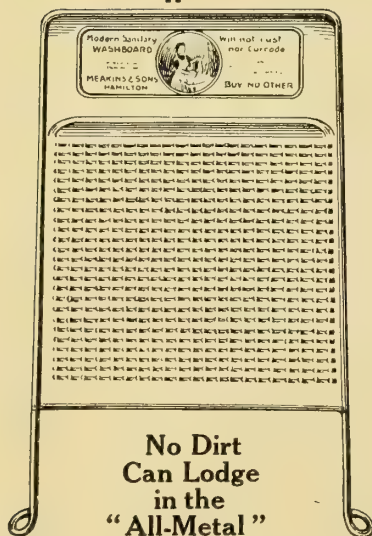
Ultimately you will handle and your customers will demand only

Meakins’

Sanitary Washboards

then why not now? Modernize your stock with goods that are practical as well as cleanly. Meakins’ Washboards are made of all metal, non-rustable, light and durable.

Every housewife wants one. Write for information.



Meakins & Sons, Hamilton, Ont.

Special Announcement

To All Hardware Merchants and Jobbers

We beg to announce that our factory in Oakville is now in operation, and that instead of our goods being handled by Wondershine, Limited, we have decided to have our own Selling Organization, and handle the entire trade ourselves.

Our Cooking Utensils are now ready for the market, **and will be sold to the trade only**, and will be known and largely advertised as



Our trade mark will be as shown here and means an absolute guarantee of every article manufactured by us and should by any oversight a defective article reach the consumer, we must ask the dealer to take it back without any hesitation and exchange it or refund the money and we will protect him.

We have a stock of goods on hand and can give immediate shipment in many lines.

Please Write To-day for Our Price List

The Ware Mfg. Company

Limited

220 King Street West

Toronto, Ontario

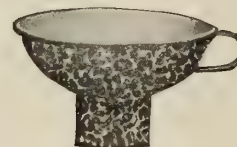
THE S.M.P. Enameled Preserving Kettles and Fruit Jar Fillers

WILL SOON BE IN DEMAND

Are You Prepared for the Rush?



*Prices
on
Application*



To fit $\frac{1}{2}$ and 1 Quart Jars

Our brands "DIAMOND" and "PEARL" Wares will satisfy the most critical patrons. Our stock is complete, and we can ship promptly. Send us your orders.

The SHEET METAL PRODUCTS COMPANY

OF CANADA

SUCCESSORS TO

LIMITED

KEMP MANUFACTURING COMPANY
TORONTO

Montreal

Winnipeg

HOW ABOUT YOUR PAINT OIL DEPARTMENT?

If you could find a way to increase the profits in your paint oil department you would at least investigate it, wouldn't you? Then why not take the time NOW, to investigate the

BOWSER PAINT OIL SYSTEM

We have installed systems for many of your fellow merchants—it pays them—it will pay you.

You can get one outfit or a dozen, just as your requirements demand. You don't have to invest much money, but you get enormous returns.

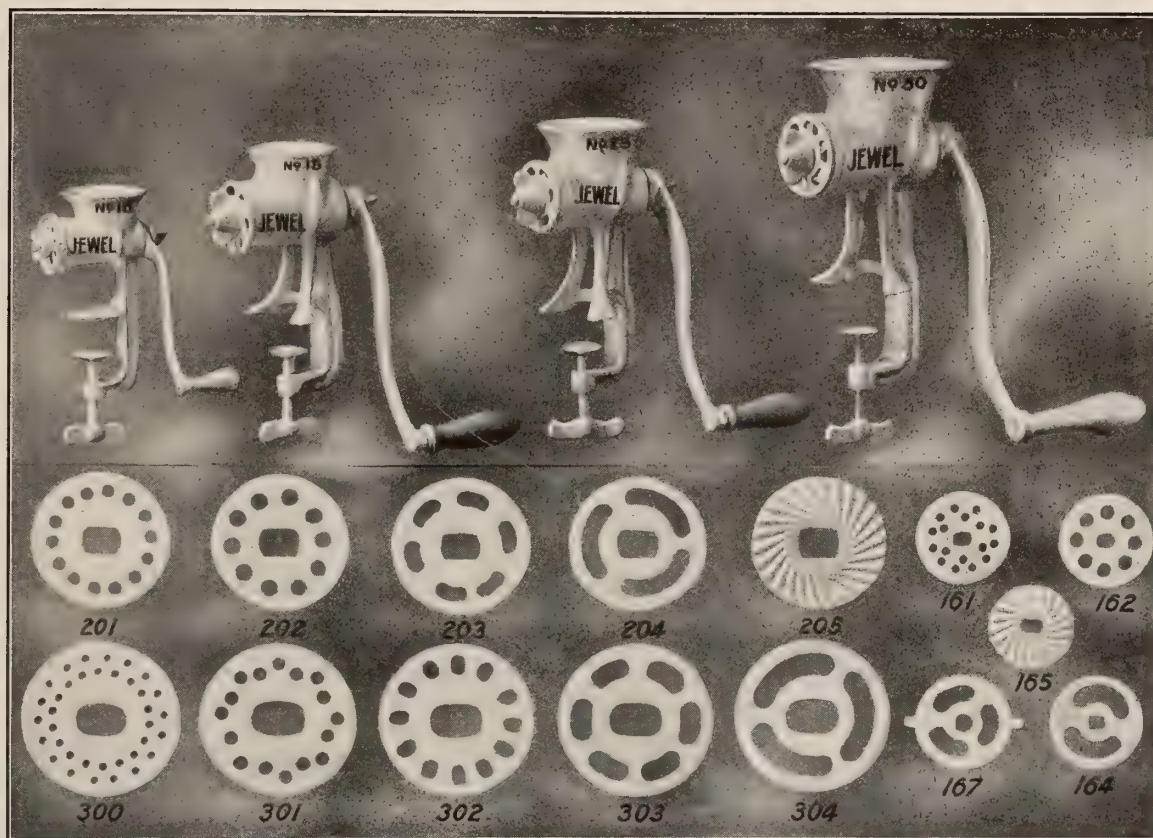
The Bowser not only prevents all waste and over-measure, but it gives your store tone and attractiveness. It draws trade because you can give better service and cleaner oil. The pumps measure the oil directly into the customer's can—no measures nor funnels. It computes the charge and counts the gallons.

Send a card to-day for free book No. 5N

S. F. BOWSER & COMPANY, INC., TORONTO

66-68 FRASER AVENUE

Manufacturers of Self-measuring Pumps, Gasoline and Oil
Storage Systems, Dry Cleaning Systems, etc. Established 1885



MAXWELL'S "JEWEL" FOOD CUTTER

The "Jewel" Food Cutter illustrated above is a smooth-working, quick-cutting, thoroughly reliable, Canadian-made machine at a price within the reach of all your customers.

With each size of machine go five cutting plates, providing for every class of work, while the range of sizes enables you to meet the needs of the smallest household or the big hotel.

We are the only manufacturers of Food Cutters in Canada, and we guarantee the Maxwell Cutters to be superior in quality and finish to any of foreign manufacture.

*Write for Catalogue of the Maxwell
Line of Household Labor Savers to*

DAVID MAXWELL & SONS, St. Mary's, Ont.

EASY TO SELL

PEASE FURNACES

Warm Air "Economy"

A well-known widely-advertised furnace manufactured by a large and reputable company. Many strong selling points such as Less Coal Consumption, actual proof of which we will gladly furnish you. "Anti-Clinker" grate and perfect combustion chamber. Large dust flues ensure absence of dust when shaking.

Sold and recommended by dealers for twenty-five years

A GOOD LINE FOR YOU TO HANDLE

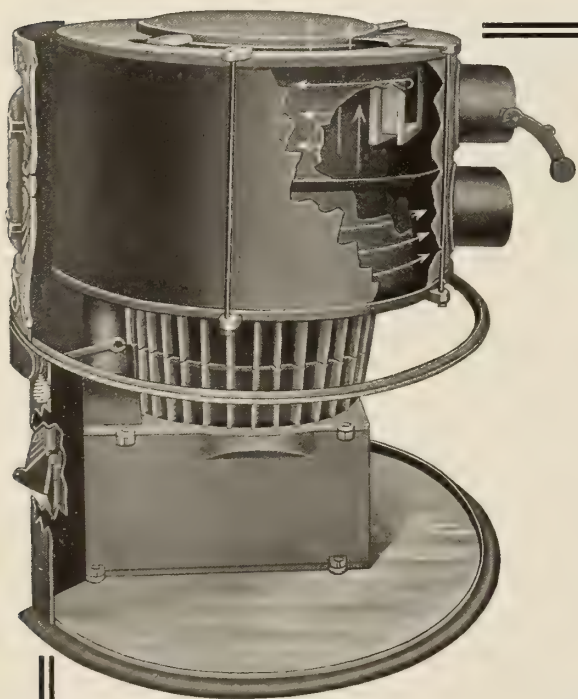
Write for particulars

PEASE FOUNDRY COMPANY,
 LIMITED.
 TORONTO WINNIPEG

PEASE-WALDON, COMPANY, LIMITED, WINNIPEG

PEASE PACIFIC FOUNDRY, LTD., VANCOUVER

46



THE MAPLE LEAF WARM AIR FURNACE

*Built upon lines that
 appeal to the practical
 furnace man and give
 the user genuine satis-
 faction.*



Low down radiator with wide flue space provided with baffle plate, giving double length of fire travel; heavy sectional ribbed firepots; square ash pit allowing ample air to back of fire pot; triangular bar grates of new pattern; large feed door; straight casing; and many more features not seen in everyday furnaces; This exceptionally good furnace sold at a price which allows the dealer to get a good profit on his material and time for installation and beat out competitors with quality.

BUTTERWORTH FOUNDRY LIMITED

Established 1874

OTTAWA, ONTARIO

Incorporated 1909

How Much Does Advertising Help?

Suppose the town you lived in were smaller, and you knew everyone in and around it, it wouldn't be a hard matter to sell stoves, would it? You'd have the whole population constantly under your eye, and when a prospect came along you could "jump right in."

But then you don't live in such a small locality, and you can't be expected to know when anyone wants a stove or range, so consequently, although you do not know it, you probably miss a whole lot of sales—if you aren't a "Gurney-Oxford" man.

For this fortunate dealer we have solved the problem of having everyone know just where he is and what he sells. Nobody in his locality can help knowing that he sells Gurney-Oxford stoves and ranges, because he has the use of our extensive advertising campaign, and co-operation plan to help make sales.

Long before the housewife needs a range she has read about the Gurney-Oxfords either in the big national magazines or in the local newspapers. And the advertisements in the newspapers are put in over our dealer's name.

So when it comes to stove buying, the advertisement does the "jumping in," and you are pretty sure to get an enquiry.

And this investment of thousands of dollars in advertising is only *one* of *many* forces brought together to make "Gurney-Oxford" the one and only thought of the stove buyer.

Consider the value of handsome catalogs, free for you to distribute, and strong attractive window dress. Then, added to this, your own personal effort to push the line more actively and aggressively; going after *your* public—pounding the iron while it's hot—while we have the people half sold through our advertising.

Weigh all this carefully, then let us talk it all over at closer range without delay, so we can and each reap the full benefit of a big business. Just a line from you will bring our whole plan before you.



"Better be the Gurney-Oxford man than the man against him"

The Gurney Foundry Co., Limited
Toronto

And at Montreal

Hamilton

Winnipeg

Calgary

Vancouver



CROWN PERFECTION

Most Improved Range on the Market

Note These Points of Excellence

The Crown Perfection is built to include the main body of the oven entirely within the body of the range. The back flue extends over the entire back of the oven, while the entire surface of the oven except the door is exposed to the heated gases in the flues. The oven bottom is of steel. We are accordingly able to maintain a higher and more even temperature with less fuel than in the old style construction.

A feature entirely new, is the flue construction around and under oven, forcing the heated gases against every part of oven plate.

The fire box is oval at the ends, dispensing with sharp corner angles. It is very long and when desired a wood jog is furnished, increasing length to 24½ inch.

Water Front has ample capacity to heat a 60 gal. boiler. Thermometer is supplied when ordered.

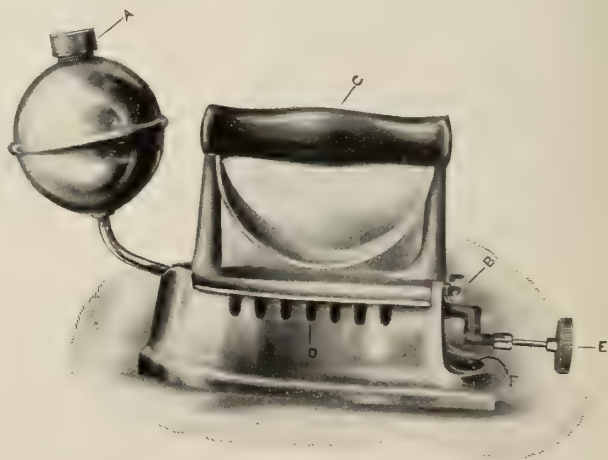
Recommended and Guaranteed. Our Prices will Interest You.

The JAMES SMART Mfg. Co., Limited
Brockville, Ont.

A Five Dollar Sad Iron Free

Rice-Knight, Limited, Toronto, are offering to the Canadian hardware trade their new "R-K" self-heating sad iron. This iron, illustration of which is here shown, is operated by gasoline. Very little fuel is needed as it is not the gasoline that is burned, but the gas arising therefrom. A cupful of gasoline is poured into the tank and the gas from this runs into the burner and gives an amount of heat equal to any given out by any electric iron. With this supply, the iron will operate for four hours. There is absolutely no odor and the big advantage is that the iron can be heated without throwing off any warmth, thus proving a great boon to the housewife whether at home or in a summer cottage. No woman likes to iron in a hot kitchen for three or four hours, but this difficulty is overcome by this new device. Not only can this iron be used for ironing, but the heat generated can be used for boiling water to make a cup of tea, and its advantage in a sick room, where warm water is required, is easily seen. Boiling water can be secured in from five to ten minutes. The iron is nickel plated, giving it a beautiful and lasting finish, and the makers guarantee it for three years. Rice-Knight, Limited, state that there is a profit of 40 per cent. on each one of these irons sold at the regular price of \$5. They make a very liberal offer to hardware dealers in that they will

send a sample iron to any retailer making the request and if, after a thorough trial by the dealer's wife or mother, the article does not prove satisfactory, it can be sent back, free of all charge to him. If the retailer is satisfied that it is a good seller, however, and he sends a trial order of one dozen irons, the sample iron will be given as a present to him. Full descriptive matter will be sent on request.



Rice-Knight, Limited, Toronto

THE CONSTRUCTION OF SUNSHINE-FURNACES

Ensures Heat of the right kind and plenty of it



**Baffle
Plates**

in radiator, increases heat-
ing capacity

**Improved
Water
Pan**

increases humidity

**Semi-steel
Fire Pot**

lasts a lifetime

**Semi-steel
Grates**

with three surface bars,
saves fuel

*For further information get
a supply of
SUNSHINE BOOKLETS*

SEND US YOUR ORDERS EARLY

"McClary"
on Goods
is a
Quality
Name

McClary's

McClary's
Ship
Quick

London

Toronto

Montreal

Winnipeg

Vancouver

St. John

Hamilton

Calgary

Saskatoon

Write our nearest branch for Catalogue and special cook book

The Gun of Quality and Profit

For many years Tobin guns have been sold by the best retailers with satisfaction to all buyers.

Tobin Simplex Guns

sell themselves once they are introduced to a locality. Their reputation is increased by every user.

Tobin Arms Manufacturing Co.

Woodstock

Ontario



THE "STRATFORD" LAWN SWING

This is the rush season for Lawn Swings. The dealer who handles "Stratford" lines will get the cream of the trade.

The "Stratford" is the best and strongest lawn swing on the market. It is made from selected, well seasoned hardware stock. The seats and back are adjustable and the footboard can be placed between and level with the seats, thus forming a hammock or bed. The footboard can also be placed at a convenient height for children.

The "Ontario" is built along the same line as the "Stratford," only lighter and the back is stationary.

Write for Catalogue and Prices

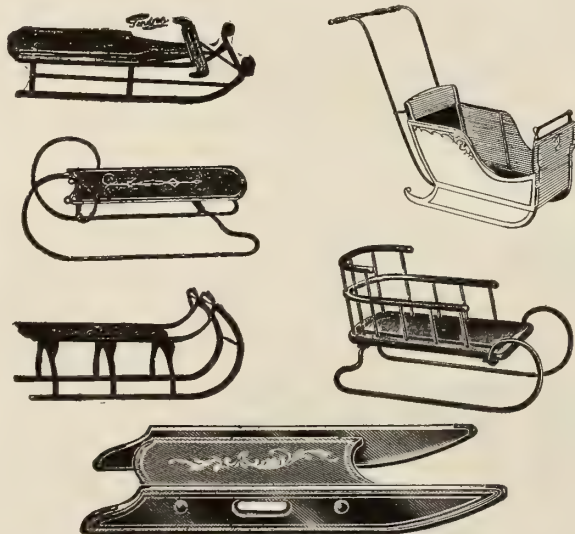
Stratford Mfg. Co., Limited

Stratford, Ont.

The Gendron Mfg. Co., Ltd.

Manufacturers of Baby Sleighs,
Boys' Sleds and Girls' Sleighs

Full line in grade "F" catalogue. Write for prices and discounts.



The Gendron Mfg. Co., Limited TORONTO

Sell Handles You Can Back Up

Your reputation depends on the quality of the goods you handle. "J. H. Still" Axe Handles stand for quality. We guarantee every handle bearing our name.

Satisfied customers mean future sales. Purchasers of "J. H. Still" Axe Handles always come back.

We select only the highest grade hickory for our goods. They are well seasoned and the finish is all that can be desired.

If you are not already handling our line, send your jobber a trial order, or write us direct.

J. H. Still Mfg. Co., Limited

St. Thomas, Ont.

YOU MISSED SALES LAST YEAR

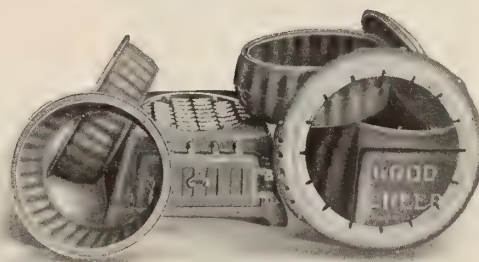
If you did not stock the

GOOD CHEER HARD SERVICE HEATER

It is the Daddy of 'em all



Immense Radiating Surface
Sectional Firepot
Roller Grates
High Ashpit
Large Ashpan
Air Blast Ring
No bolts—pyramids in cup jointed sections
Easily handled, set up or stored.
Supplied with single or double radiator sections.



Sectional View

TWO SIZES

No. 517—17 in. Pot

No. 520—20 in. Pot

Hard Service Heater

The James Stewart Mfg. Company

Limited

Western Warehouse:
156 Lombard Street, Winnipeg, Man.

Woodstock, Ontario

The New Preston O.G. Square Bead Eavestroughing

We have always claimed that our eavestrough was the best on the market, but we have gone ahead and gotten out something that is far superior to our old make. Now we can claim that we can't be beat when it comes to our eavestrough.

Some time ago we advised all the trade that we were manufacturing O. G. Square Bead Eavestroughing by machinery, which assured absolute uniformity in shape, but it developed that our machinery was not heavy enough to produce as sharp a bead as we desired. We have now perfected and patented automatic steel dies to fit our large power press and we now guarantee a trough superior in shape, appearance and fit to any other on the market.

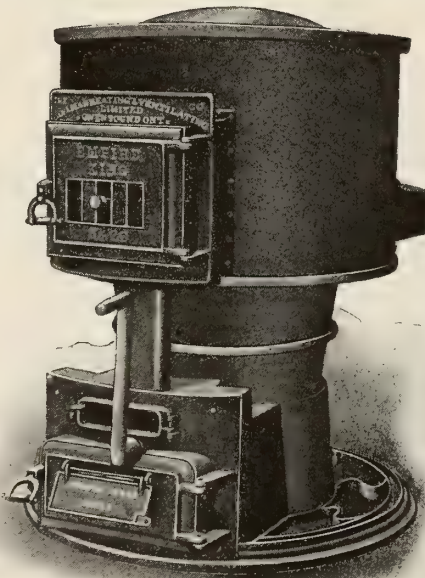
You can save time and solder in the erection of this eavestrough **FOR EVERY PIECE IS EXACTLY THE SAME** and fits snug and tight. There are more profits for you and more satisfaction if you use our make. See our special offer below and take advantage of it at once.

FREE IF YOU ARE NOT SATISFIED

Cut out this ad. and mail it to us to-day with your order for 250 feet of our new O.G.S.B. Eavestrough and if it is not exactly as we represent it we will make you a present of it. This offer is good for thirty days.

THE METAL SHINGLE & SIDING CO., Limited
PRESTON, Ontario MONTREAL, Quebec

The "EMPIRE KING" Furnace



is deservedly popular everywhere it is known. Its important features being its large Double Feed Door, Large Steel Radiator, Sectional Firepot, Large Waterpan and Triangular Grate Bars.



Empire Special New Design

The "EMPIRE" Line of Floor and Sidewall Registers and Faces

Moorish Design Cast Register

The "EMPIRE SPECIAL"

Is a very neat and up-to-date design with the largest area for the size of any register on the market and a popular seller. Made in the following sizes:—

7 x 10 shallow	8 x 13 deep
8 x 10 shallow	10 x 12 deep
9 x 12 medium	10 x 13 deep
7 x 10 deep	12 x 14 deep
7 x 12 deep	

We have added to our line faces the same design as Empire Sidewall Registers in sizes 7x15, 7x24, 7x30.

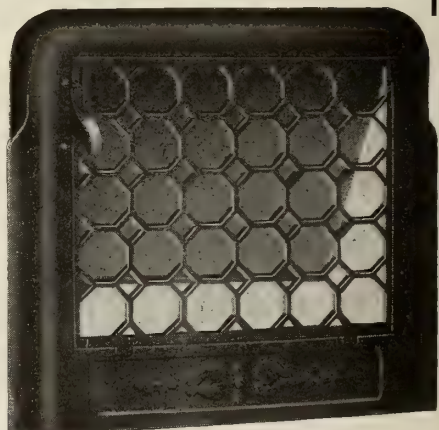
Write for Catalogues
and Prices

Canadian Heating & Ventilating Co., Limited
Owen Sound, Ontario

CHRISTIE BROS., Limited
1824 Dundas St., Toronto.

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg.



Your Furnace Trade will Rapidly Increase

*If You Recommend
and Push the Sale of*



Hecla Warm Air Furnaces

(For Coal and Wood)

These Features:

Steel Ribbed Firepots
Cast Iron Combustion Chamber
Patent Fuse Joints
Circular Water Pan
Independent Grate Bars

BETTER PROFITS

will result from selling this well-advertised and favorably known furnace

Make HECLA FURNACES easy to sell and give results to the user in the way of great economy, durability, ease of management and large heating capacity.

Every Sale Means a Satisfied Customer

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg, Man.
RACE, HUNT & GIDDY, Edmonton, Alta.

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec, Que.



SELF-HEATING SAD IRONS

MR. DEALER: Here is one of the best selling summer lines in the hardware trade. This iron heats itself, and remains hot, burning for over four hours for one cent. Makes no smoke or smell—so simple a child can operate it. No waiting or fussing with half cold irons—no tiresome walking from hot stove to ironing board. You can iron out doors under the shade of a tree if desired. Just as good a seller in the small towns as an electric or gas iron in the cities.

Pays for itself in no time. Absolutely safe—odorless and clean. Retails at \$5—fully guaranteed for 3 years.

Write to-day for sample, circulars, and wholesale prices

RICE-KNIGHT LIMITED Toronto Ont.

Black Jack

*Sold by
all
Jobbers*



3/4 lb. tins
3 doz. in case

Quick Clean Handy

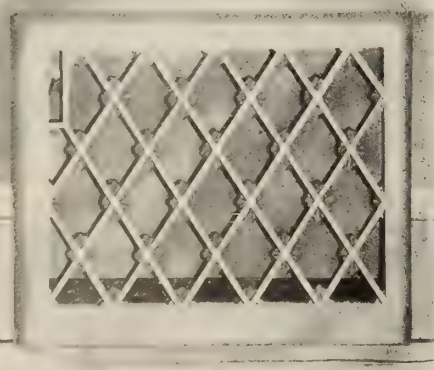
Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thickness and
temper.

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.



THE IMPERIAL

**CANADIAN
FERROSTEEL COMPANY**

Bridgeburg, Ontario

**SIDE WALL
REGISTER**

SPECIALISTS

ALL DESIGNS

ALL FINISHES

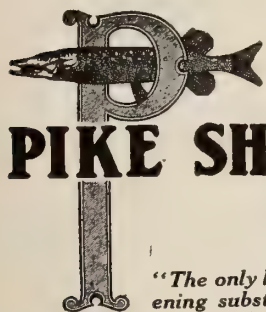
ALL SIZES



THE MOORISH

The Demand that Never Dies

Sharpening stones sell with month-in-and-month-out regularity. There's never a dead season, but always a live demand for



PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need"

Sharpening stones are needed in the home as well as in the shop. The Pike India Kantbreak Knife Sharpener—the Pike Strop-Hone—the Pike India Combination Oil-stone—these and many others Pike makes especially for the home trade.

In stores now using Pike's Free Dealer Helps, the home sales for Pike Stones are increasing every month. Increase your sales too. Get Pike's novel and impressive window display, store cards, car cards, selling scheme and other Dealer Aids. Writing us secures them—also ask for the new Pike Catalog. Write to-day.

PIKE MANUFACTURING CO.

23 Main Street

PIKE, N.H., U.S.A.



The "LIGHTNING" Freezer

stands ready to serve you in the same satisfactory manner in which it has served both trade and consumer for over a quarter of a century. The construction is of the same high class. It runs easy, freezes quickly and takes the smallest amount of ice and salt of any freezer made. The extensive advertising from season to season has created a permanent demand. It brings trade and helps you keep it.

Better Write Your Jobber at Once

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.



THE "COLLINS"

Improved Three-Gallon
Compressed Air

1912 SPRAYER

Made in Galvanized Iron or Brass

Scientific authorities estimate that the loss in crops of various kinds, from insects and fungi, is from \$300,000,000 to \$500,000,000, on this continent each year, and that 75 per cent. of that can be saved by judicious spraying.

The Handle, Fitted with Our Special Coupling, Does Four Operations.

1. Puts cap on by turning to right.
2. Takes off by turning to left.
3. Enables Sprayer being carried from place to place.
4. Does the pumping.

ASK YOUR JOBBER

If he has none in stock, write direct to us, we carry a large stock and can ship the same day as order is received. We also make three kinds of hand pumps.

Send for free Catalogue

The COLLINS MFG. CO.

415 Symington Avenue, Toronto



"OLD SOL"

MOTORCYCLE AND
BICYCLE LAMPS

TRACTION ENGINE
AND MOTOR BOAT
SEARCH LIGHTS
AND GENERATORS

"Old Sol" lamps are built for service and absolute satisfaction. Space forbids the showing of even a small part of the "Old Sol" line. Our catalogue (yours for the asking) will give the full illustrated information.

Manufactured by

POLLOCK MFG. CO., Ltd.

BERLIN

Columbia Place

ONTARIO

*"Satisfaction is the Profit the Customer
Makes on Every Successful Purchase"*

The sure way of profiting
your customer who is buying
Union Pipe couplings is to
sell him

DART UNIONS

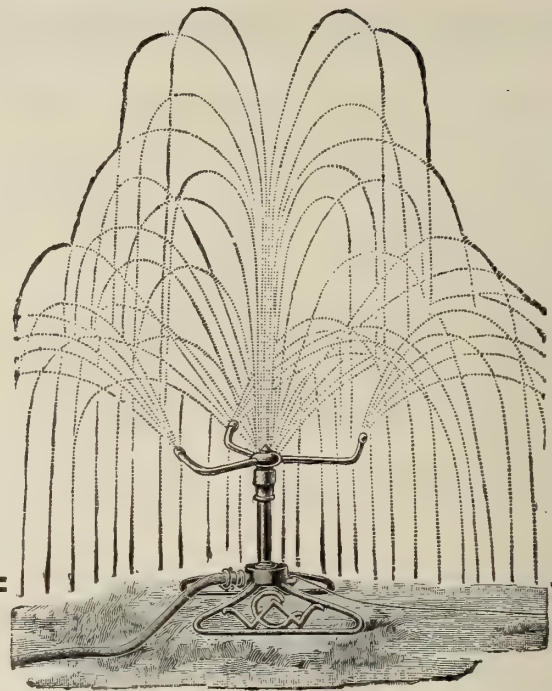
dart unions are sure to give
satisfaction for they make
joints quickly and easily,
whether pipes are in or out
of line, that stay tight. It
matters not how many times
they are connected.

What's of vital interest to
your customer is this guar-
antee—Any Dart Union
not giving absolute satisfac-
tion will be replaced 2 for 1.

Your Jobber Sells Dart Unions

The union with the bronze to
bronze ground ball joint and the
trade mark **DART** cast on it

Dart Union Co., Limited
Toronto

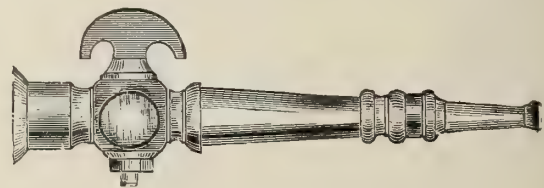


LAWN AND FIRE HOSE

We make a full line of

SPRINKLERS NOZZLES AND COUPLINGS

and solicit your next order for these
seasonable goods.



We also manufacture and supply every-
thing in

**PLUMBING SUPPLIES, BRASS
GOODS and STEAMFITTERS' TOOLS**

Let us know your requirements

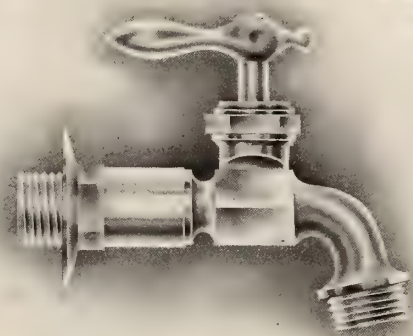
James Morrison Brass
Mfg. Company, Limited

93-97 Adelaide Street West Toronto

ILLUSTRATING ENGRAVING COMMERCIAL-PHOTOGRAPHING

AD. DESIGNS
CATALOGUE
COVERS
DISPLAY
CARDS

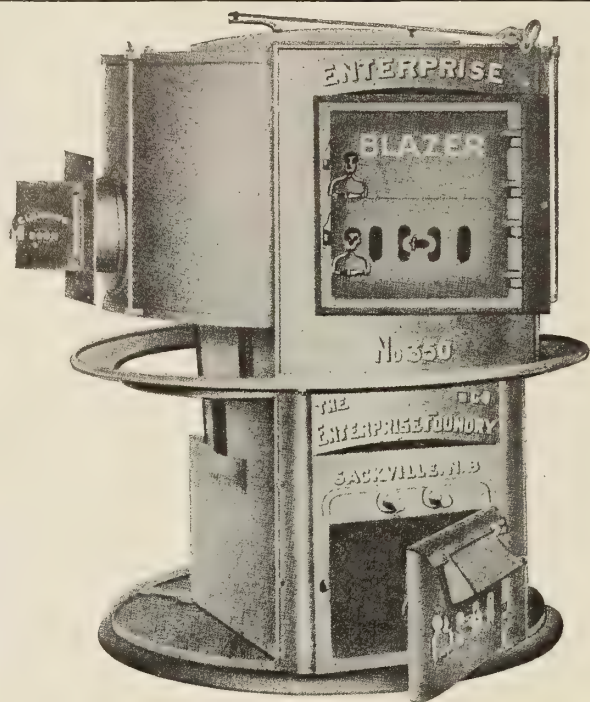
HALF
TONE
LINE AND
WOOD
ENGRAVINGS



*Plates
in one or*

*to print
more
colors*

Legg Bros. 5 JORDAN ST.
Engraving
COMPANY
TORONTO



The Best Furnace Proposition in the market is the **Enterprise Blazer**

with the Patented Fire Pot and many other improvements such as:—

Extra Deep Ash Pit
Indirect Draft Damper with gas vent
Large Radiating Surface
Roomy Clean-out Doors

For heating power, durability and ease of operation the **Blazer** is unsurpassed.

Everyone selling Furnaces should see the **Blazer**. Its commonsense features commend themselves at once to those having had experience in this line.

Ask for Illustrated Circular with fullest information. Also Reference Book

The Enterprise Foundry Company, Limited

SACKVILLE, N.B.

Distributing Agencies:—
F. J. C. Cox & Co.
Winnipeg and Calgary

W. T. McArthur & Co.
Vancouver

Enterprise Hardware Co.
Saskatoon

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

*There's a Good
Sale For Them*

Manufactured solely by
The Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

Quality sells our Glass

When buying Window Glass, see that you get the world-wide brand



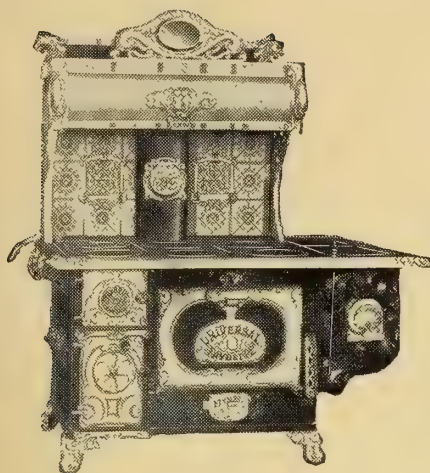
Manufacturers of all kinds of British Window Glass, Polished Plate, Silvered and Bevelled Plate, Wired, Rolled and Cast, Rolled Cathedral, Figured Rolled White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

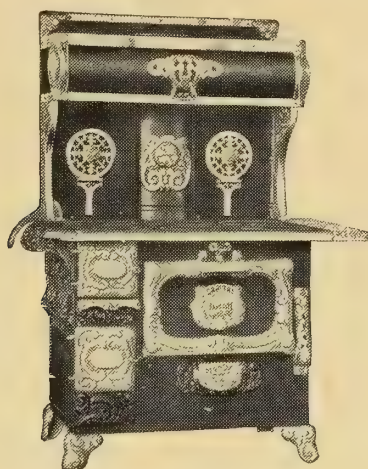
MONTREAL
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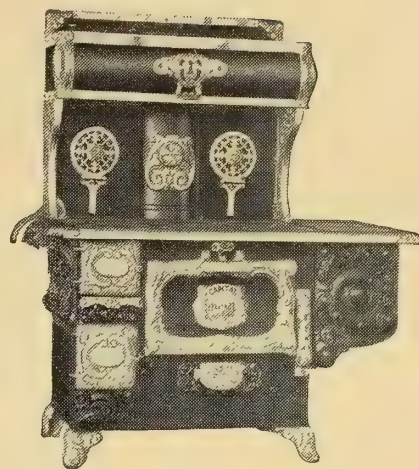
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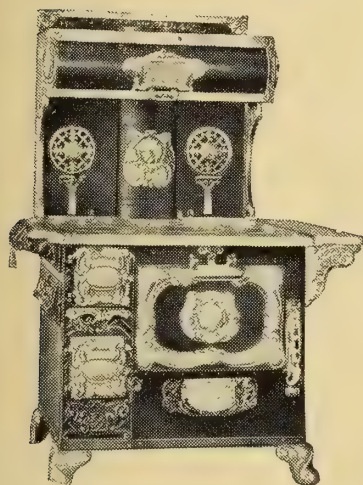
UNIVERSAL FAVORITE
18 and 20-Inch Ovens



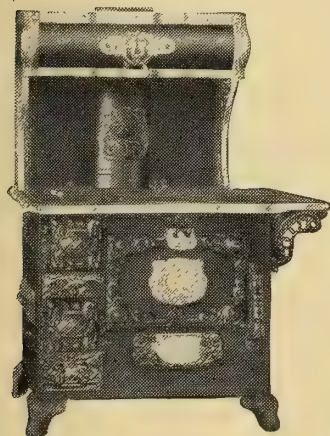
CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



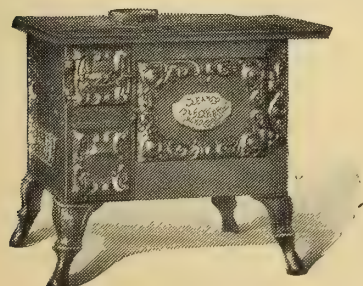
CAPITAL FAVORITE
16, 18 and 20-Inch Ovens



CROWN FAVORITE
16 and 18-Inch Ovens



COLONIST
16 and 18-Inch Ovens



GLEANER
14 and 16-Inch Ovens

A Range to Suit Every Class Both as to Quality and Price

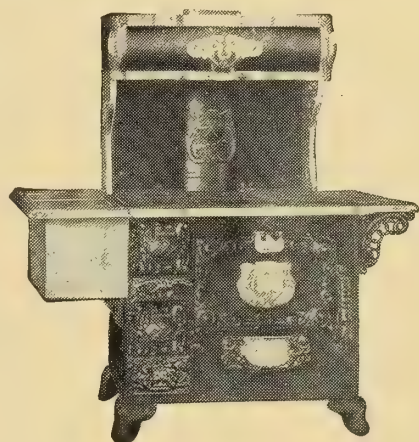
THE UNIVERSAL FAVORITE is our Leader. It has **Size, Weight, Style** and more genuine selling points than any other range on the market. It is distinctly in a class by itself and its attractiveness demands the attention of the buying public.

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THE CROWN FAVORITE is a Six-Hole Range. It looks well, it works well and is the kind to have on your floor to meet competition.

THE COLONIST is a Six-Hole Range and shows up big for the money. This range will enable you to meet the competition of Catalogue Houses and at the same time net you a fair profit.

THE GLEANER is a Four-Hole Steel Cook fitted with Flat or Duplex Grates, and the price for which it is sold is practically giving it away.



COLONIST
16 and 18-Inch Ovens

The road to success has a myriad of forks, and the man who once turns in the wrong direction must either go back or fail. Now, **MR. DEALER**, one of the main arteries to success in your business is a good line of **STOVES** and **RANGES**. If you are not satisfied with your Stove Trade, write us.

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In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

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The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

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A Man to be Pitied.

The business man who thinks he has no time to read his trade paper is to be pitied. It is not pressure of business that stands in the way. It is his own mental condition. He merely imagines he has not the time. Ten chances to one he is either too lazy to read or wastes his time with endless and useless detail.

He who is too busy to study his trade paper and ascertain from its columns what his fellow merchants are doing and thinking is like a sea captain who has not the time to study his chart, compass, or take daily observations. His business may not sink, but he would certainly make much better headway if he were to follow the example of the more progressive of his competitors.

To live to himself is as unwise in business as it is in religion.

Plan to catch the people who catch fish.

Healthy Conditions in the West.

While in Manitoba there has been an over supply of rain, taking it generally, crop conditions in the Prairie Provinces are on the whole good. And in spite of the fact that the early advent of winter prevented much of the usual Fall ploughing to be done it is most significant that the area under grain cultivation is over 1,500,000 acres larger than in 1911. Allowing only 15 bushels to the acre, here is an increase of over 22,000,000 bushels as compared with last year.

Another interesting factor in the situation is the grain threshed this Spring instead of last Fall. This grain, much of which was left in the fields all winter, turned out to be of much better quality than expected. A great deal of it, and particularly that which had been stacked, has come through in excellent condition. We have the assurance, through correspondence, of growers who are on the spot, of the truthfulness of this.

Real estate speculation in the West is not as active as it was. But the fact that the banks and the loan companies are putting a check upon it no doubt largely accounts for this. This will give assurance rather than otherwise in the general trade situation, the opinion being that the reins had hitherto been allowed to hang too loose. The high rates of interest obtainable doubtless induced the financial institution to take chances which, under ordinary conditions, they would not have taken.

It is much better that the funds of the country should be devoted to ordinary commercial and industrial enterprises than to real estate speculation, especially when not a little of the latter is of a questionable character.

But whatever may be the situation regarding real estate it is quite evident from the bank clearings that there has been no let up to the general business activity of the West, for the figures for the first five months of the year show an increase of over 41 per cent. as compared with those for the corresponding five months of last year.

Later in the year retailers will probably discover that it is better to have one stove in stock than two in the warehouse of the manufacturer.

Haying Tool Stocks.

If there is one crop that promises to be heavy in Canada this year it is that of hay. To the hardwareman this is not without interest. It means a big demand for haying tools.

If there was any year in which stocks in this line should be kept well assorted it is the present one. There is not only the demand that will necessarily be made upon the manufacturers, but there are the railways to be taken into account. The railways these days are as uncertain as they well can be. They may deliver the goods on time. But ten chances to one they will not. The hardwareman who delays placing his orders until the eleventh hour is running a decided risk.

The retailer who does not treat the drummer "white" is likely to get a black eye occasionally.

Profits in Barn Equipment.

With the big hay crop that is promised there will also come a big demand for barn equipment supplies as well as for haying tools. Modern barn equipment is a line which has not hitherto been carried extensively by hardware dealers. But it is coming their way. They are waking up to the fact, through the instrumentality of the trade press and the

efforts of the manufacturers of feed and litter carriers, that they are the legitimate mediums through which barn equipment should reach the farmer.

There is a good profit in handling this line, and dealers who have not yet looked into the proposition should certainly do so. The strange part of it is that more have not already done so.

Even in the "dog days" a live hardwareman can make business "hum."

Buy Stoves Early.

He will be a wise dealer who places his orders for stoves at as early a date as possible.

There will undoubtedly be a large trade in stoves and ranges next Fall and Winter.

Not only is there the prosperous condition of the country to take into account as a stimulus to the stove trade, but it must not be forgotten that our population is being augmented at the rate of a thousand people every day by immigration alone. To supply stoves and ranges to this new population will be in itself no small task.

When people want stoves and ranges their want is usually urgent. They cannot afford to wait. And the dealer who has not his full complement in stock may lose many a sale—not of stoves only, but other lines of furnishings and hardware as well.

With the demand promising to be heavy the manufacturers will have no easy task before them. But as the manufacturers are preparing for a heavy season the chief difficulty in getting delivery will not be on their account. One of the greatest difficulties the retailers may have to face will be that of getting delivery from the transportation companies. The fact of the matter is that the railways of the country are not even now equal to the task of coping with the demands that are being made upon them. Every business man knows this too well to be told.

Obviously it is in the interest of the retail dealer to get his stoves and ranges into stock as early as possible.

He undertakes a difficult task who essays to build up his own business by pulling down that of his competitor.

Good Will as an Asset.

A retailer in an Ontario town sold out a few months ago.

After running the business for a few months the purchaser wanted him to take it back. Refusing to do so the matter was brought into the courts. There it was claimed that the business was not as valuable as alleged. In the witness box the complainant claimed that the good will had not been considered in the purchase price, although the business had been in existence for fifteen years. He lost his case, but the interesting point is that he should have for one moment thought that an established and successful business should possess no good will value.

As to what good will is worth, or as to how it is to be computed, opinions naturally differ, but to claim that a business of several years standing, and one that was in a fairly good financial position, possessed no good will value is a somewhat new idea. Good will may be rather intangible at times and not always easy to compute in actual figures. For this reason it is not always easy to turn it into cash. But that does not alter the fact that it exists.

One authority says that the first step in computing good will is to determine the net earnings of a busi-

ness, from which sum is deducted the interest on capital actually employed and the value of the owner's services. The result, multiplied ordinarily by two, but sometimes by many times that amount, has been accepted as the value of the good will.

Nearly every business, says this same authority, has an asset, intangible it is true, but an asset nevertheless, represented by its good will. The value placed upon this asset may vary from two dollars, claimed by one concern, to twelve millions by another, yet, in buying and selling a business, it should always be reckoned in the sales value.

Merchants should not be so busy with their own affairs that they have not time to give thought to the affairs of the town in which they do business.

Partnerships for Clerks

A clerk that is worth keeping is worth giving an interest in the business. Retailers who

have done this have not regretted it.

Every clerk who has ambition naturally looks forward to being in business for himself some day. If he goes into business in the same town in which he has been employed he naturally draws a certain amount of trade away from his old employer.

By giving a bright, capable and honest clerk a small interest in the business, and giving him an opportunity of acquiring a larger interest, the merchant not only diminishes the risk of raising up a dangerous competitor, but increases the value of an efficient co-operator. And that is not all: He also has by his side one who can be relied upon to look well after business should necessity compel him at any time to leave the store for a period.

A well spent vacation is good for the business as well as for the merchant.

A "Boot Strap" Feat.

It is just as easy for a clerk to raise himself by his boot straps as to expect that by in-

dolence or incapacity he can attain success.

The road to success is difficult and tortuous. He who would travel it must be ever on the alert, not only to advance his own interests, but those of his employer as well.

There are a number of young men who imagine that success lies in looking wholly after Number One. No greater mistake was ever made. Even should Number Two—the employer—not always be as ready as he should be to recognize ability and faithful services it is shortsightedness indeed to retort in kind.

He is a wise clerk who always renders the very best service he can. It will pay him to do so, for if one employer does not recognize his merits another will. But in any event to render poor service because good is not adequately recognized will impair one's own effectiveness.

Clerks of ability who can do things are scarce, while the "woods are full" of incompetents. Don't permit a "grouch" to put you into the lower classification.

The smaller you can keep your stock and still have what people want when they want it, the more money you will make.

How to Keep Trade in Your Town

The writer has asked many general merchants what they think should be done to fight department store competition. In most cases the pessimistic reply has been given that very little can be done by a merchant in a small country town, but that a tax should be placed on all mail order houses doing business in the country. The latter would not affect the large city houses to any great extent, if at all. On the other hand, it would cause them to go after the country business harder than ever and, as two or three merchants have said, would lead them to establish small branch stores in many sections of the country.

While merchants in country places are decrying the practice of their fellow citizens going to the city to purchase many articles, they themselves permit their wives and daughters to take periodical excursions to cities, often over a hundred miles away, to lay in a big stock of dress goods and other necessary wearing apparel and household articles. This is not the square thing. How much better it would be if the various merchants in a town were to get together and adopt the plan worked by the storekeepers in Mart, Texas, a little town of 3,000 people. The merchants of that town worked in conjunction with the local "Ad Club," and their methods, as told by Mr. Surratt, of the Oklahoma Retail Association, were as follows: Mr. Surratt says:—

"The plan we hit on was as follows: We had a couple of 'home trade banquets,' at which were present the merchants and the clerks. Here we discussed nothing but 'home trade' and had our strongest speakers to show that the merchants and their wives must of all people practice home trade.

"We also ran a series of 'home trade talks' in the Mart Herald. These created a great deal of discussion on the part of the merchants and their wives and they began to realize that every dollar they sent out of town not only hurt the town but hurt their business as well. Let a woman see that she is hurting her husband's business and she will get right in short order. Women who at the beginning of the campaign openly declared that they always had, and always would, trade where they pleased and that they usually pleased to trade away from home, are now our best home trade preachers. And, of course, when you get the women you have their husbands. So far the home trade campaign had extended only to the merchants and their wives.

"After converting a majority of the business men and their wives we undertook, with their aid, to reach out and win over the women of the town and the farmers of the country. It is hardly necessary to call your attention to the vastness of the task or of what it meant in the way of adding trade to the town. Have any of you ever made any investigations to learn the amount of money that is sent out of your town annually to the mail-order houses? Or have any of you small town merchants or secretaries ever figured how many thousands of dollars your farmers and your town women spend in the near-by cities? You will find that many of your customers who owe you are sending much of their cash away to the mail-order houses and spending it in the cities. The same people are cussing you for being a high-priced old 'skinflint.' You will also find that many of the mail-order houses are now doing a credit business and are selling many of your thirty-day customers.

"We undertook to bring the farmers and the women of the town over to us, by appealing to their loyalty and pride in the town. We attempted to make them see that Mart could never be a better town than the people of Mart made it. We showed them that a town to be a good town must be a good trading point. In short the town would be just what they—the people of Mart—made it. We were careful to point out to them that our merchants did not ask them for their trade at higher prices than they could buy for elsewhere. We gave them distinctly to understand that we could meet prices—quality and terms considered—with any city merchants or any mail order houses. We told them it was their duty to buy to the best advantage and all we asked was for them to give our merchants a chance at the order before they went to the city or ordered.

"The method chosen for telling the Mart women and the Mart farmers these things was important. First, we had to tell them in a way that was sufficiently striking to make them sit up and take notice. And second we could not be too harsh, for this would have antagonized them and driven all the more trade away from town.

"So we began first to run the 'home trade talks,' mentioned above, in the Mart Herald. One of these appeared every week for about three months. These 'home trade talks' while written to be read by the Mart women and Mart farmers, were at first addressed to the merchants. The blame for people trading away from home was laid on the merchant rather than on the people. The merchants were told that if they would advertise more and advertise better they could hold for Mart all of her trade. In this we told the truth, but our main purpose was not so much to preach advertising as to win the people over to us.

"Later on, at our first home trade banquet, we raised funds for mailing a home trade letter to every woman in Mart and every farmer in Mart vicinity. In this letter we asked them to tell us why, if ever, they found it necessary to trade away from Mart. In each letter was enclosed an addressed card for reply. In this letter we did not censure them for not trading at home, but asked them to help us solve the problem by giving us three reasons why, so we could make the proper recommendations to our merchants.

"At the second home trade banquet these cards were read and funds were raised for mailing out a second home trade letter in answer to these cards.

"At our second meeting we had a number of clerks present and one of them made a talk on 'courtesy.'

"Talks were also made on such subjects as 'What shall we do if we do not have the article called for by the customer?'

"Thus you see we have tried to make these meetings improve our store service as well as pull and hold trade for Mart.

Even if the weather is not up-to-date the dealer who does not keep reminding the people in his locality of the advantages of oil or gas ranges is sadly behind the times.

Why Hardware Men Should Do Plumbing

By J. Crabtree

It's like waving a red flag before some four-legged creatures (herein not to be mentioned) to suggest in a plumber's hearing that a hardwareman should have anything to do with the steam or hot water heating or plumbing, but all the same I am going to give the direct results of some observations that have come under my observation in different parts of the country.

We are all after what has been called "the root of all evil." Money isn't, it's the love of money. At the same time money is to-day a certain measure of a man's or a firm's standing in most any community. The lack of money generally subtracts to a certain degree from the place a man can occupy in a city or town. Not always. Take nearly any fair sized city or town that you choose; make a list of the plumbing firms, then make another list of the men who are in the hardware business. Now place these lists side by side and compare them as to their financial standing. Which list would pass the better muster?

If, for no other reason than their financial condition the hardware men deserve to have this line of business under their wing. But there are other reasons. Listen while I preach a bit. The average plumber or fitter can not do business and exist on a profit of ten per cent. I do not say that the hardwareman should get only that per cent. in the business (mind that), but I do say that as long as there are what might be described as journeyman masters in existence who cut the prices to such an extent that they do not make even journeyman's wages, that the customer would stand a much better chance of getting a square deal from a responsible firm who knew enough to figure a profit of ten per cent. and make it; than that same customer would have to get the job done by some plumber who had no financial standing at all and got the job merely because he put in the lowest figure.

Are they cutting? Gee whiz! Get out around the country and see how the work is going and at what price. There will be a fine bunch of sorry looking "rubes" at the end of the year when they come to figure up just where they are at. They won't do it much before as they are too busy looking after the work they have taken on. The more they do the more they will loose.

The average man or woman naturally gravitates toward the hardware store ten times to every once that he or she ever enters a plumber's den. The hardware store has for sale so many more necessities of life than the plumber's place of business has. Why then should not the customer find on display a line of plumbing and heating articles?

The hardwareman furnishes nails, glass, locks, mantles, stoves, and many other necessary articles and appliances that go towards building and furnishing the house to make it habitable and comfortable. Why should not the heating and plumbing come from the same source? To say that the hardwareman cannot (or will not) give as good results as the plumber (bred in the bone) is to make a statement which the facts do not bear out on the general average.

There are "bum" hardware plumbers I well realize. There are also "bum" plumbers who do not hesitate to put in rotten work for one single moment, but I

must say that my observation has led me to believe that when a hardwareman gets in a poor job he fails from ignorance rather than intention, and afterwards he will hire the right kind of a mechanic until he knows or has got next. For years I have heard the song that a plumber who would work for a hardware store outfit was a poor mechanic. He has no class, and was a dispirited sort of a cuss who didn't give a whoop generally. Do you know one answer for that? It's this: The hardwareman insists on getting a day's work for his money. Too many plumbers are easy marks. The hardwareman is business all through, and making the job hold out don't look good to him. He soon finds out just what a day's work is, too, believe me. Do you blame him? Results are what we all want. Why should he not get them? If the plumbing shop falls down in this respect it is the masters own fault.

Due to the grand cutting competition that has been going one for the past several years (in spite of all the pertinent advise that could be given by the trade papers who have the welfare of the business at heart) many master plumbers are to-day doing business and making less than the journeymen they employ make. The journeyman has no financial risks; the master has many.

Many masters are fully in the power of the jobber who bolsters them up, financially, in a vain hope that the time will come when they will land a job, or string of jobs, that will enable him to break even on the deal and then close up that plumber's account.

This is one of the conditions that faces the plumbing business to-day as the direct result of unwise and ignorant competition. The days when the blue sky could be sold for a huge sum are over. A job must be figured as a business proposition. People want to see something for their money and are coming to know pretty near about how much they should get for what they spend in a plumbing or heating deal.

Lumping jobs off, or looking at a house and figuring it by mental arithmetic does not land the work now, unless the figures be absurdly low, in which case some one is apt to get stung.

In a small town or medium sized city a display is necessary to sell the goods. Many plumbers are not fixed, financially, so that they can carry a display. The hardware stores are so situated that they can give attention to this matter and generally do when they engage in the business. Most hardwaremen are salesmen. We know from observation and experience that the average plumber has not yet showed much ability along the line of salesmanship. I know that much of this has been said before, but if a man will get out around the country and just see the way the business is being conducted he will want to dip his pen in vitrol and then put on the speed limit to begin to do justice to matters. All signs point to the elimination to the price-cutting, ignorant, cheap skate plumber who has not the business ability to figure work at the price that it should bring. He is a detriment to those who really do wish to get the work in right and he is generally a placer of inferior goods and most always head over heels in debt to some jobber or manufacturer.

If there is a lax method of handling the money after all that you have spent to get the customer to come in and leave it, you are falling down at the most important part of the transaction.

Business and Store Management

EXPLOITING THE SALE OF TOOLS.

Outside of mechanics, no one needs tools as much as a farmer does. Beside the ordinary repairs of a simple character needed outside and inside of his house, barn and outbuildings, there are wagons and farm implements which need to be repaired quite often. He is usually situated at a long distance from the village repair shop, and for that reason will put off attending to the matter until he has occasion to make a trip in that neighborhood. In the meantime this neglect is rendering a bad matter worse in case he continues to use the implement or machine.

It might seem to be a waste of time in seeking to interest farmers to provide themselves even with the common and simple tools which do not require much skill to use, when it is known that in some sections of the country they leave their implements and machines out of doors and exposed to the weather. In some cases no protection by housing is given these appliances the year around.

Now the hardware dealer may promote his own success by showing a friendly concern for the welfare of his customers. He might even go so far, suggests "Observer" in Iron Age Hardware, as to issue a circular in which he called attention, first, to the convenience of tools, the time and money saved by having them at hand when required, together with the salutary influence which a farmer's example would have on his hired men; and, second, by pointing to the fact that, with all due deference to their experience as farmers, it would appear to a hardware dealer that it would be a good investment to purchase some boards, a few tools, together with nails and screws, with which to build a rough shed and house in it the valuable implements and machines which suffer more deterioration from this neglect than would be occasioned by long use.

It might be claimed that the sooner these appliances were used up the better for the hardware dealer, but it does not work that way. On the contrary, economy often has to be practiced in some other direction when the new appliances are bought, and likely the hardwareman fails to sell goods which it would have been quite as much to his advantage to dispose of.

It is, in a general way, for the interest of country merchants that farmers should be prosperous and thrifty. Not only does the credit system prevail in rural districts to a greater extent than in cities, but the consuming capacity of a community is, or should be, measured by its earning power. An intelligent, judicious and discreet interest in the welfare of his customers will surely pay a retail merchant, if he goes about it in the right way.

GOING TO MARKET.

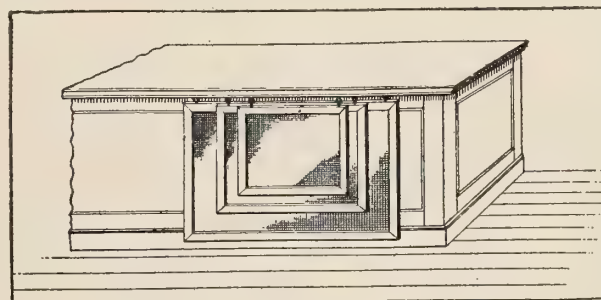
The Merchants' Association of New York have been sending out a booklet filled with arguments why the merchant should visit the manufacturing and wholesale centres from time to time. Here are some quotations from their booklet:—

"The most expensive thing in the world is running in a rut. In business, running in a rut is trying to sell old things to people who want new things—offering last year's goods to people who want this year's."

"If you go to market and your competitors do not, your townspeople know it. You show the best stock—and they know it. They know that you have been to the source, and you set the fashion and get the trade—because you are not in a rut."

"If you show city goods, your customers are pleased and stay with you; if not, they wander away to big cities, or buy through catalogues or mail orders. You do not find the profit winners if you stay in a rut. The goods things do not get into the ruts."

"Running in a rut comes from staying at home. The cure is going to market. If you stay at home you dry up; if you go to market you freshen up. To dry up is



How the front of the counter can be used for displaying window screens.

to lose your customers to other merchants who do not run in ruts. To freshen up is to gain new customers by new attractions."

"By going to market you get tips on the latest novelties, learn what is most popular and saleable, gather hints on attractive displays and useful store methods, buy better, select more attractive goods and choicer variety, make a better show in your store when you return, and freshen up in every way."

"It is not underselling your competitors on the same goods that makes money. Competition on prices only hurts; competition on novelty and variety pays. Going to market equips you for paying competition; staying at home binds you to losing competition."

A RESOURCEFUL RETAILER.

A small dealer whose customers are particularly responsive to "bargains," puts a three-foot show case near the door. Each day he changes the contents. Each customer who buys the item there featured is given a rebate of twenty-five per cent. on that purchase. Thus the dealer features about three hundred different items a year. He chooses his daily "show case" specials from widely varied lines. This impresses on the minds of his customers the great range of merchandise carried in his store.

THE OTHER FELLOW'S WAY.

One hardware merchant in a small town, according to Selling Power, supplies the shops in the vicinity with pay envelopes. On the back of these envelopes is an offer of five per cent. discount to the bearer. This enables him to secure much of the trade of the workingmen, because they consider it a special proposition to them, and at the same time, the offer gets to them when they have the money.

One merchant offers car-fare coupons to all those making a purchase of \$1 or over.

A merchant in a small town has a free day in every month, on which he refunds the money on all pur-



Interior of Albany W. Moore's hardware store, St. Catharines.

chases of \$2 or under. This fact he advertises very well but he does not mention the day. The dulllest day of the month is selected as the free day and all purchases of this amount and under are refunded on another fixed day which has been announced. There is the excitement of change in this that draws much trade to the store.

Another merchant offers a prize of \$5 to the farmer who drives the greatest distance to town. Many times farmers have come as far as forty-five miles. This helps this man to get the farmers' trade.

Another merchant ran an ad-writing contest among the high school pupils offering a prize of \$5 for the best ad., \$3 for the next best and \$2 for the next best. This worked up considerable interest in his store among the high school pupils and their parents.

One wide-awake merchant fitted out a boys' baseball team with uniforms and took an interest in their doings. The boys named the team after him in view of his generosity, and their uniforms bore his name. This proved of great advertising value for the merchant, inasmuch as the baseball team was a good one and cleaned up everything in the town. Often the merchant sent the team to adjoining towns. This proved good advertising there and the farmers driving to the larger town remembered and patronized him.

Another merchant puts a "thank-you slip" reading as follows, in each package that goes out of his store:—With thin rule border—

"Thank You."

"We thank you for your patronage and believe the goods will give satisfaction, and that you will come again. If the goods are not satisfactory in every respect, report at once and we will be glad to adjust the matter. Make this store your store. When we recommend an article, you can rely upon it. That makes customers who bring other customers."

One small town dealer keeps well posted on the stock carried by the large city wholesalers and takes

orders for lines he does not keep in stock. When articles are ordered, he obtains them promptly from the wholesalers in the city. In this way he secures much business. His slogan, in his advertising, and which is also printed on a huge card in his store is: "What we have not got, we can get for you promptly. Ask us."

RECREATION GOODS.

July is particularly a month for pushing the goods of interest to picnickers, campers and the like.

It is then that croquet sets, tennis sets, baseball goods, hammocks, everything pertaining to outdoor life, come into demand.

Both the variety and general store can make a very attractive window of recreation goods.

Fishing supplies in a locality where fishing is the favored sport should be prominently shown. In such a display we would also show Japanese lanterns, candles, ice cream dishes and other lawn party accessories.

Needless to say our price ticket would be on every article.

IN BUSINESS FOR PROFIT.

"The time is about here," said a hardware retailer, "when a man handles the staples because he has to, and the profitable special lines because he can make money on them.

"There are a lot of things that I must keep because other people keep them. And there are a lot of other things that I can keep that are not of a make, a grade, and a price known to everybody; and it is on these things I make my profits.

"I am not in business to see how many dollars' worth of goods I can turn out; I'm in business to see how much I can make on the goods I do turn out."

WHY HE FAILED.

A retail hardware man has recently failed because of the lack of a proper method of keeping stock. Because of the lack of proper stock-taking methods he



Interior of Coy Bros. hardware store, St. Catharines.

purchased injudiciously. The consequence was he had an accumulation of nearly everything which he kept in stock, much of which was stored away in some out of the way place. The up-shot of it all was that he had to go into bankruptcy with liabilities of \$25,000.

The retailer who has a proper system of keeping stock is not likely to be frequently induced to over buy, and when he does find himself with a little surplus stock on hand of any particular line he devises some way of getting rid of it.

The Art of Card Writing

By L. Smeby

Appliances necessary and methods that should be employed.

Any ambitious person who will follow these articles and practice as instructed, can become a proficient card writer. It must be taken into consideration, however, that no one can learn show-card writing in a few days or even in a few weeks. Real proficiency comes only after diligent practice and serious attention to the fundamental principles of show-card writing, especially brush manipulation. Do not attempt too great things to begin with.

Work Table.

Show-card writers usually do their work on a slightly inclined table. To begin with a table of the common kitchen variety will answer the purpose. The

This is the first of a series of articles on show card writing by Mr. L. Smeby, a well known show card instructor. These articles, if followed closely, will assist anyone in becoming a proficient show card writer. Mr. Smeby will answer any inquiry directed to this office and pertaining to this work.

back legs can be raised about three inches to give the proper angle or incline. Anyone handy with a hammer or a saw can also make a creditable table out of an ordinary large-sized dry goods box; cover the top with oil cloth or canvas which gives it a smooth surface and as good as any other expensive table top for the purpose.

Paint to Use.

Water and Japan colors are used by card writers, some prefer water, others the Japan colors. I consider good prepared water colors the best for the beginner. They are to be had already prepared, put up in glass jars, ready for use. The water colors put up by J. G. Bissell & Co., New York, are most satisfactory. If your local dealer does not handle these paints they are almost certain to carry the Fresco or distemper colors used by inside decorators for mural work; these are already ground and mixed in water but require a sizing to bind the paint or keep it from rubbing off the cardboard. Pour out only what you require in a small cup or saucer, add a few drops of mucilage or dissolved gum Arabic, stir until well mixed. The paint must be of a consistency that will make the brush pull slightly. If too thin the strokes will look streaked and transparent. Any solid color desired can be had. The mixing of paints for shades and tints will be treated in a later issue.

Brushes.

Red sable brushes called "Riggers" is the best brush made for card writers, especially when using water colors. They come in sizes from No. 1 to 12, making strokes from a hair line to 1½ inches in width. Six brushes, alternating sizes, 2 to 12, will answer all

purposes. After dipping the brush in the paint, work it back and forth on a piece of paper or cardboard until paint is thoroughly diffused throughout the brush, at the same time work it to a flat chisel-like square point. Pulling the brush back closes the point of the brush, stroking forward opens the hair. Best results are had only when brush is kept open and flat. By using the sharp point of the brush a fine line or stroke can be made. Be sure and wash out thoroughly in clean water when through using, squeeze dry and to a flat point; lay it away where hair is not touched or bent. If dried in a bent position the brush will lose its shape and it will be useless for good work. Never cut the point of the brush, it will kill the life which is at the point. A slightly ragged point is especially good for making spur corners, cutting will make it blunt and stiff and sharp corners or fine strokes cannot be made. There is practically no limit to the strokes that can be made with a good brush. Any good card writer can take a No. 8 brush and make practically any stroke, size or style of letter, but it takes practice. Practice and patience is all that is required to succeed.

The brush should be held practically the same as a pen or pencil only in a more vertical position so as to give an easy free movement to the fingers. The forearm should be rested on the table and hand slightly raised so as to give a free easy movement to the wrist. It is well to use common wrapping paper to practice on. Begin by making the strokes shown on practice plate and keep it up until you are able to

Practice strokes for one-stroke block alphabets.



make each stroke clean and sharp. The arrows show the direction of each stroke. Do not work with the point of the brush, use the flat side and bear down until half of the brush is laid on; lift the brush quickly at the end of the stroke. On a curved stroke use only about one-fourth of the brush. When these strokes have been mastered, there will be no difficulty in being able to make letters. The principal thing is mastering the brush.

In the next issue instructions will be given on the complete alphabet, numerals and lower case.

Window and Newspaper Advertising

SCIENTIFIC WINDOW DISPLAYS.

By a Traveller.

It's surprising how much science there is to business nowadays and how far merchants get into harmony with the immutable laws of trade. Strange how psychology has worked itself as a most important factor in business-building.

In my wanderings over the country I can tell at once the "type" of man who directs a business by just looking into the windows of the establishment. There is stamped a man's personality, indicating his knowledge of human nature, reflecting his process of thinking, whether logical or disorderly. The "window display" has crystallized his ideas—the contents of his mind.

Do you know that some department stores, with good reason, spend up to \$40,000 a year for scientific window display? They employ experts who penetrate deep into the "kingdom of mind" to learn how to give it, for it is recognized that every sale transaction first takes place in the mind. The exact processes by which people are influenced to make purchases are known to a certainty. The "sea of thought" can be harnessed and controlled.

There are absolutely as inviolable laws in business as in nature. "What you sow you reap." If ignorance misdirects, chaos and failure are the results. To-day "chance" is eliminated from business—it's the survival of the "knowers and doers," the scientific merchants. You are doing business with humanity; therefore, it is essential that you understand human nature.

The mind of man is man. What do you know about it? It has been only in recent years that analysis and classification of the mind have been made and that knowledge employed to advantage in business. Man possesses certain qualities, collectively belonging to the intellect, emotion and body, that govern their functioning and all are controlled by the mind. You can make them all vibrate, respond to you, if you know them as well as a musician knows where the tones lie in his instrument. By knowing you can produce harmony, not discord, in the people you aim to reach.

Scientific window displays embody three fundamental principle of getting attention, arousing interest, creating desire, and all supported by underlying laws.

The laws of a window display are as follows:

Principles.	Laws.
Getting attention. (Holding mind.)	1. Light.
	2. Motion.
	3. Color-scheme.
Arousing interest. (Agitating mind.)	4. Mass.
	5. Ability.
	6. Seasonableness.
Creating desire. (Impelling mind.)	7. Taking advantage of public opinion created by advertising.
	8. Location.
	9. Arrangement.
	10. Position.
	11. Sound or silence.
	Revealing values.
	Personal suggestions.

Let me explain the chart to you. In using light you are playing on a primary human instinct. Observe where the crowd congregates—on one street will prome-

nade over one hundred thousand, while on the dark streets a block away they can be counted on your fingers. Even the arc lights verify the attraction of light, if you will glance up at the myriad insects hovering about it on summer nights.

I need but motion in any direction to get attention. The law of color harmony is a science in itself. There is much art in the use of color. The color or colors to use can only be determined when associated with the things to be displayed and the temperaments of the people would be most likely to purchase them. If for cultured people, use simple display, artistically arranged colors of a soft and quiet contrast. The nearer you get to the people of the soil, choose colors that are heavier and stronger, always sealing the graduation with the article displayed. Small articles should have light color support. Big articles should have heavy color support. Remember the article is to get the attention, not the display.

The importance of the laws of light, motion and color-scheme as a medium to attract attention is revealed by the enormous expenditure, approximating \$100,000 a night, by the large advertisers who use electrical display in the various cities. I need but motion in any direction to get attention.

Mass I want to place particular stress upon, for in its analysis I must tell you an axiom of physics, which is that every inorganic substance in this universe is held together by the reciprocal attraction of its units (molecules) upon one another. The greater the mass the greater the attraction. Sizes and distances, ratios and proportions are subjects to give consideration to in window display.

What Should be Displayed?

Utility. What should be displayed? Display that which is of greatest use to the greatest number. Necessities become luxuries, that which comes within the means of the masses instead of the higher classes. The object



Note the receding window and the opportunity it affords for outside displays. The proprietor, W. H. Dustan, has been in business in Bowmanville for 20 years.

should be to "catch" everybody and get them into your store, where you can personally take control of their minds. Everybody passes your store; compel them to come in, to get acquainted with you and your merchandise, service and saving. They form only half a judgment from your window, just enough to influence them to "step in" or "stay out."

Sound hardly need be commented upon. To me the most impressive sounds are the musical cadences of the human voice. It is difficult to put this law into operation—sometimes silence is a greater force.

Location. Get as near the center of gravity, the hub of commerce, as possible, for you have there hundreds of agencies co-operating in enterprising ways for mutual success.

Seasonableness. There are seasons in your business that make special offerings of particular classes of merchandise the most salable. Easter, graduation time, vacations, national holidays, religious holidays and many other special events call for special display. I hardly need comment on the advantage of harnessing to your business the public opinion created by the national advertisers.

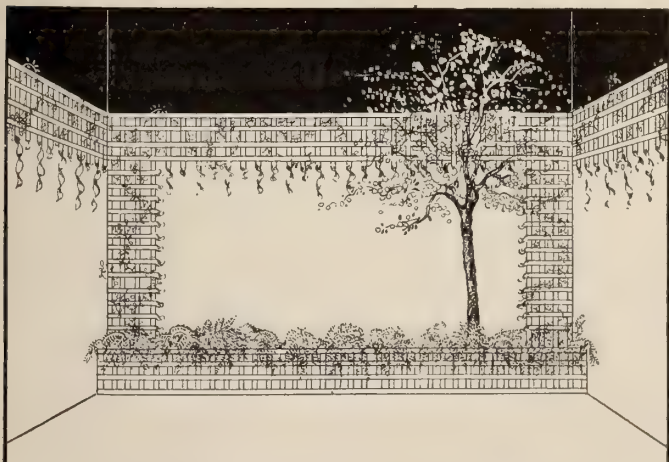
Position. Make your display accommodate itself to the passers-by; get it within their sphere of vision, not making it necessary for them to stoop down to make inspection. Displays should be built up, so that from across the street people could discern what is shown in the window. The window should be apportioned off or mapped out, for different parts of the window have varying degrees in value. The center always is the choicest position, and there your leaders should be shown or the strongest appeal in the shape of a sign set.

Arrangement must have the true artistic touch. At that pastime you must awaken your sensibilities; you must feel that that active force that holds, influence and impels people is at work in your windows; that although in the silence it says nothing, yet it persuades most eloquently.

Creating desire is gained by associating with the above laws the vital force of making statements of personal interest to the public by the use of suggestion.

BACKGROUND FOR WINDOW DISPLAY.

In the accompanying illustration is given an idea of what can be done with crepe-paper in the setting of a window background for an opening event, and here an elaborate effect is brought out at small expense. All of these accessories are to be had in printed crepe-paper. This design should have as a foil some flat surface which can be mirrors, calcimined



Suggested background for Summer window in which crepe is freely used.

muslin over framework, or this same framework covered flat with marble or wood grain paper. In order to make the lattice effect stand out, the support at the top line of the window background should extend



One of the Whitten Co.'s (Bracebridge, Ont.) well-dressed windows.

ahead of it at least six inches. The lattice strips are made of crepe-paper stretched just enough to hold flat at the top and bottom lines, and the outside edges at the sides and ends have wood strips in back of the crepe to serve as a support. The flower-box at the base is of similar construction with the exception that it has a strip of crepe the full width of the paper set in behind the lattice strips. Shell pink is suggested as a good spring color for this, having the lattice strips white. The ferns posed on top are crepe-paper cut-outs applied on white tarletan. This makes up very realistically, akin to similar effects brought out on canvas in theater flies. This same plan is applied to making the foliage for the tree on the right—a strip of black tarletan stretched tight extends from the top of the window down to the top line of the window background, and white tarletan below that is attached to the framework for the tree trunk and the branches. This framework is cut out of wall board and padded in one-quarter relief effect, having the raised surface covered flat with green-crepe paper. The cut-out leaves and foliage are set on the tarletan as near to nature as possible. Similar leaf cut-outs are entwined between the lattice strips. In the upper framework the ends of the strips curl below the lattice line. The tree trunk and branches should have a dash of paint here and there to bring out these parts most realistically.

TO HELP PAINT SALES.

A retail implement man has found it possible to work up a good trade in paint, says System. Farmers are prone to leave their machinery unprotected or improperly housed during winter months. In the fall this dealer gets out a circular letter that tactfully advises his customers to paint their machinery so that it will better stand the weather to which it will be subjected during the inactive period.

Salesmanship Essential to Success

WHAT IS SALESMANSHIP?

By Harry W. Ford.

Salesmanship is the "selling of goods at a profit," we are told. Very good, and very true. And yet this is only a definition, such as a dictionary might give. It defines, but does not explain. It comes as far short of fully describing all that is meant by the term salesmanship as the statement that an apple is a fruit which grows on a tree would fall short of telling what an apple really is. Salesmanship is almost wholly intangible. It is not merely the exchange of certain goods for certain moneys. Exchange of goods for money is simply an outward expression, a symbol. The act of exchange is not the sale itself, but the result of the sale.

Sales take place in the mind. A sale is accomplished when there is a decision in the mind to buy.

The signing of the order, the exchange of goods and money which follow the decision, are merely details. The essential part of marriage is the decision that it shall be—the betrothal. The ceremony is only the necessary consummating form. We are so familiar with the tangible aspects of the sale, such as the signing of orders, the paying of money and the delivery of the goods, that we confound these material forms with the real sale, which is entirely immaterial and intangible.

If a man walks into a store, lays down \$35 and tells a salesperson to send him a certain suit of clothes, that is not really a sale. That is the act of purchase resulting from the sale. Perhaps the customer had been in the store previously, had been waited upon by a different salesperson, been convinced that he should buy, or perhaps he sold himself, and in that case the salesperson merely accepted an order. Since a sale is a decision, it is well to understand just what a decision is. A decision is a wilful act of the mind and it cannot be made outside the mind. It cannot be made in the pocket, or with the hands that transfer the money. Therefore, a sale is a mental state, the result of a process of thought and feeling in the mind.

Now let's see if we can find out just what happens in a sale. Let us suppose that a salesman is trying to sell an adding machine. He has the machine all ready for demonstration and the customer is at hand. Here are the three material factors that enter into any and every sale: The Salesman, the Thing Sold, and the Customer. There is one other factor which enters into any and every sale, and only one other, viz., the Sale itself. This is an immaterial factor, of which more may be said later.

Now, the Salesman, of course, thinks the Customer ought to have the adding machine; he is entirely convinced on this point. The Customer, on the other hand, does not want the machine. He believes he does not need it. His state of mind, in other words, is diametrically opposed to the state of mind of the Salesman. Under these conditions the Salesman starts to work. He gets the Customer's attention by his introduction; carries him from Attention to Interest by entering upon a demonstration of what the machine will do; ripens that Interest into a Desire to have the machine, a Desire to Buy, and finally, at the psychological moment, by the

use of his strongest closing arguments, he crystallizes that Desire to have into a Decision to Buy.

The Sale itself has been completed. Now what has happened? Simply this: A man's state of mind has been completely changed. The Customer entered upon that demonstration with the firm belief that he did not want an adding machine; that it was not needed in his business; would not save him time, trouble or money. The Salesman convinced him that he was wrong on every one of these points, and in addition created in him a desire to have the machine and a decision to get it at the Salesman's price.

Salesmen accomplish results by applying the Scientific Laws of Sale, which are Attention, Interest, Desire and Resolve to Buy.

By what means did the Salesman change the Customer's state of mind? There is only one way by which the mind can be influenced or changed, and that is by the Power of Persuasion, in some of its many forms.

The word persuasion is one of the greatest in the English language. A man can get nearly everything he wants in this world. We all try to persuade others, and so far as we are able to do so we are successful. The politician persuades the voters that they ought to vote for him; the lawyer persuades the jury that his cause is right; the preacher persuades his congregation that his beliefs are correct; the man in search of employment persuades the employer to take him. A Sale is a mental process, since a decision can only be reached in the mind, since the mind can only be influenced by persuasion.

The answer to our question, "What is Salesmanship?" would seem to be this, "Salesmanship is persuasion—in its broadest sense."

The Salesman who sold the adding machine to the man who first thought he did not want it, did not persuade simply because he said certain words. Many another salesman could have said the same words this man said, and yet not have effected the sale. It was the way he said the words almost as much as the words themselves. It was his bearing, his appearance, his enthusiasm, sincerity, his health, his mental acuteness, his determination, his apparent reliability. All these things and many more contributed to the Salesman's Power of Persuasion, and enabled him to make the sale because they each and all influenced the mind of the prospective buyer.

Personality is the sum total of what a man really is. It is the result of the development of the positive, strong faculties and qualities of body, intellect, will.

It may be acquired and strengthened by a systematic effort to educate and develop those positive faculties and qualities. In fact, a strong personality is the inevitable result of true education. True education consists of two processes: 1. Filling in useful knowledge. 2. Drawing out, training and developing the latent positive faculties and qualities, such as Reason, Memory, Judgment, Imagination, Tact, Observation, Courage, Loyalty, Endurance, Initiative, Energy, Self-Control, Economy, Industry, Determination, Perseverance, Self-Confidence, Bodily Power, Honesty, Personal Attraction.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

ADVERTISING SUGGESTIONS FOR HARDWARE-MEN.

Advertising for the hardware man does not consist entirely of running announcements in local papers. To be sure, it is very important to use this medium; but you can not tell all the story in a small advertisement. It is not best to attempt it.

Be brief and to the point. Aim to get the farmers into your store, and then tell them your story.

But remember this: Catalogues and folders are of no use whatever unless they are placed in the hands of prospective purchasers.

Get the catalogues and other advertising matter furnished by manufacturers into the hands of the farmers, and be sure it has your name and address on it.

There are several ways of doing this: The most satisfactory way is to mail it, so that it will be sure of reaching the home.

The next best way is to put it in the vehicles of the farmers when they come to town. Saturday is usually the best day of the week, because there are more farmers in town on that day when any other.

Now, don't say you are too busy on Saturday or any other day. That is a mighty poor excuse, and whenever you begin to make excuses to yourself it is a bad sign and shows that your conscience is putting the prod into your vitals.

How many times do you go back and forth on the streets empty handed?

Are you and your clerks too proud to carry a few folders or catalogues in your pockets and put them in farmers' rigs as you pass by them on the street?

You can not afford to be proud in business.

Get down off your imaginary Eiffel Tower. Get down to earth and dig.

Some dealers do not deserve the liberal supplies of advertising matter sent them—express prepaid—by the manufacturers. What do they do with it?

Some of them build fires with it. Others carry it to the outhouse. More thro wit under the counter—in the corner—any old place, and then swear they never had any advertising matter.

Do not lie to yourself. Do not cheat yourself. That is exactly what you are doing, if you do not take care of and judiciously distribute the advertising that sells the goods that makes your living possible.

Do you expect for one minute that the farmers are going to make a practice of coming to your store and asking for a catalogue of this, that or the other thing? Would you do it if you were in their place?

A writer in an exchange says he has often seen farmers come into a dealer's store and ask for a catalogue.

Mr. Dealer would stoop down behind the counter, rummage through a pile of filth and perhaps hand out a catalogue that had the appearance of having laid in a sewer or outdoors.

This creates a mighty good impression, does it not?

Make racks for your printed matter. Have them partitioned off and labeled. Then see that each different catalogue and folder is kept where it belongs, so that you can lay hands on anything you want.

This method saves times and time is money.

This method creates a favorable impression—not only of you, but the goods you are trying to sell.

The wise dealer always has a supply of printed matter with him when making trips into the country, and he puts a few pieces into every rural delivery mail box that he comes to.

The dealer who neglects these things is overlooking one of the best opportunities for advancing his business interests and increasing his bank account.

NEED OF A FIXED POLICY.

Many retail stores have no fixed policy when it comes to advertising and displaying goods, says the Paint, Oil and Drug Review. With a stock of hundreds or of thousands of different articles the retailer is often at a loss to know what he should advertise.

This becomes apparent to anyone who will take the trouble to examine the advertising and the show windows of, say, a drug store for instance. There will be found advertised or displayed articles that are neither profitable nor in demand. This is surely a loss of time and a waste of advertising space.

The merchant who advertises less this year than last thus deliberately starts to travel backward on the store highway—starts to unravel the business fabric which he has been weaving.

This condition often arises from a lack of fixed policy on the part of the retailer. He has no definite end in view. He is after no particular trade, is catering to no particular class, is thankful for what trade happens his way, passes across his counter, only what is called for, and just drifts along.

By a brief examination of the ads of leading retail stores one may classify them as "quality" ads or "price" ads. In the former "quality" is featured; in the latter "price" is the main argument. This division appears not only in the advertisements, but in the show windows as well.

Having determined whether it shall be "price" or "quality" the advertiser has other things to consider. He may well ask himself:

Shall I advertise something profitable in itself, or shall I advertise a leader merely to attract attention and on which the profit is very small?

Shall I advertise an exclusive line or shall I advertise a line open to general competition in which I can offer as good or better values than any competitor?

Shall I try to build up my whole trade or concentrate on a certain line or department?

And once having fixed upon a certain definite policy stick to that policy until you have proven it good or bad.

USE COMMON TERMS.

If a dealer does not adequately describe his goods he can not expect people to understand what they are. If he advertises a suit of clothes at ten dollars he should tell all about it; what it is made of, how it is trimmed and how well it is made.

One of the greatest mistakes that is ever made in advertising is that of giving scant descriptions of goods. Too many descriptions do not describe. The nearer an advertisement is made to represent the goods, the better is the advertisement. The plainer the offer can be made, the more takers it will get. The easier you make it for people to get your goods, the more of them you will attract. If they have to make a lot of inquiries before they know exactly what you mean,

they are likely to find it too much trouble. If you make a perfectly direct and distinct offer, and your competitor makes one which is weakened by ambiguity, you are going to get the trade. No question about that. People like to be able to get just what they want and to talk about it in an intelligent manner. If they thoroughly understand about an item or proposition it will not take so much time to sell them.

One of the many things which keeps a great many advertisements from being plain is the use of trade or technical terms in describing the goods advertised. A merchant knows so well what the terms are and what they mean that he thinks everybody else knows.

When the writer was advertising manager in a department store one of the greatest difficulties was in getting descriptions of the goods. Sometimes the buyers would use terms that sounded like Greek. Upon inquiring as to the meaning the reply would often be, "Oh, everybody knows what that means. There is no need of saying anything else." But everybody did not know, and of this fact "yours truly" was a very convincing example.

In writing the advertising for that store, the writer took it for granted if he did not know the meaning of a trade term surely there were nine out of ten who would read the advertisement who would not know the meaning, either. How many people do you suppose really know the difference between a hand-turned shoe and a Goodyear welt? How many people know the width in inches of a No. 12 ribbon? And yet there are a great many merchants who advertise their goods in such terms—terms which would be intelligible only to some one in their own line of business.

ADVERTISING SMALL TOWNS.

At a recent convention of retailers the question was asked: Which advertising do you consider the best in a town of 600 population, local newspaper or folder like the Syndicate circular? It was the general sense of the meeting that the best possible way of reaching the people was done through personal advertising but that at the same time newspaper publicity should not be neglected and that a good mailing list is one of the greatest assets any retail merchant can have.

COCHRANE MATHESON CHILD'S HARDWARE

THE STORE THAT WILL SERVE YOU BEST

Brighten Up

"Brighten Up" time is here—the time to clean up about the house, renovate, and make the old things look neat and clean again. We can help you in the work with our line of SHERWIN-WILLIAMS PAINTS AND VARNISHES.

It is really surprising what a little paint or varnish will do toward brightening up dingy surroundings. Take *The S.W. Floor Paint*, for instance. This is a lowed oil paint specially prepared for home decorating and painting. With it any one can renew the appearance of a hundred little things that now look worn and old. It dries with a good gloss and will stand scrubbing with soap and water. Comes in 36 attractive shades.

The S.W. Floorlac is another splendid household brightener. It is a stain and varnish combined and can be used on old or new woods equally well. Lustrates the natural wood and gives a most pleasing effect.

These offer a few hints for you. Come in and have a "Brighten Up" talk with us and learn more about how we can help you in your Fall cleaning. Our line has a paint or varnish for every purpose.

Remember, we sell
THE SHERWIN-WILLIAMS PRODUCTS

Call and See Our
stock of
SHERWIN-WILLIAMS
Paints and
Varnishes

Prices the Lowest.
Goods the Best.



BUILDERS' HARDWARE

Our Specialty

Get Our Prices on Nails, Oils, Glass,
Turpentine, Etc.

NEVERLEEK AND PAROID ROOFING

We have sold

Five Thousand Square of these Roofings
since the big fire. Send for prices and samples.



Just received
a large stock
of Fishing
Lines, Trolls,
Trout Flies,
Hooks, Lines,
Etc., Etc.,

BASE BALL GOODS



We have
a fine lot
of Trolls
at 25 cents.



Hammocks, Screen Doors and Windows. Prices the lowest.



Large stock of Pipe and Fit-
tings, always on hand.

Graniteware and
Tinware



FRANK A. CHILD
HARDWARE AND IRON MERCHANT
WHOLESALE RETAIL

Stoves and Housefurnishings

THE STOVE STILL HOLDS ITS OWN.

You try to tell some stove dealer that these days of furnaces and steam and hot water heating have driven out the stove as a cold weather comfort bringer and you'll learn something.

"We are selling more stoves than we ever did before in the twenty-seven years we have been in business," said the head of one concern, a man of long experience in the handling of new and second-hand stoves and stove repairing. "As long as there are people and as long as the manufacturers continue to make stoves, there will be a big market for them.

"The cheerful glow of the coal burner is not so easily displaced by modern methods, according to those who have analyzed the psychology of stoves and their effect as homemakers. Thousands of people use them from choice, besides the tens and hundreds of thousands who use them from the necessity for economy.

"Of course, the development of the use of hot water and steam heating systems has been marvelous, but you must remember that the growth of population has included an increase of the number of those who can not afford to have them.

"In the rural districts, too, the stove trade has held its own, to a great extent because of convenience to the farmer.

"It is easier for the women folks to keep a coal burner supplied with fuel than to tend a furnace. That is a man's job, and the men in the country are often away from the house for a considerable time.

"Another thing that has increased the desirability of the coal burner as a heater is the elimination of the danger from gas formation. Modern improvements have made the stove safe as regards gas fumes. The scientific construction of the stove on the market today has done away with most of the features that have made a change to the furnace desirable."

PROFITING BY OTHERS' EXPERIENCES.

In the July, 1911, issue of the Journal a stove sale experience was related as follows: An Eastern Ontario stove dealer had sold a range to the local baker and the latter had been so pleased with his purchase that a short time later he presented his newly married son with a range of the same make.

Now this retailer had a very strong selling argument but he failed to take advantage of it by making a canvass of the town, pointing out that if a range would be so satisfactory to a baker it should be satisfactory to the ordinary householder.

An amusing sequel to this story is that while L. P. Beulne, Hawkesbury, Ont., was reading the article, in walked the salesman who had sold the particular line of range to the man in the town referred to above. To cap the climax, while the stove salesman was trying to secure an order from Mr. Beulne, in walked a baker who was in business in Hawkesbury. The stove traveller had previously related to Mr. Beulne the experience of the baker in the other town, and when this

other baker walked in, they told him of the case and, with other arguments, sold him a range.

The two incidents referred to show how retailers in other towns can increase their stove sales. If their local baker can be satisfied with a range, the argument can be used to prospective customers that the same range should give good results in ordinary households.

AS IT WAS AND HOW IT MIGHT HAVE BEEN.

Quite recently a representative was in the store of a man who handles house furnishings, stoves, etc., when a customer came in and asked to see some brass stove fenders. The shopkeeper showed him several, the largest of which was five feet.

"The one I want must be five and a half feet high," said the customer.

"I'm sorry," said Mr. Dealer, "but five feet is the largest I have."

The customer walked out and no sale was made, but it is an almost certain fact that some other dealer in the town got the order. If dealer number one, instead of bringing the matter to such a sudden close, had said, "I'm sorry I haven't got it in stock, but can procure it for you in a very short time, without any extra cost to you," he would have secured the profit dealer number two got and still retained the man's custom. If a customer is led to believe you do not carry a fairly complete stock or cannot procure a seldom-asked-for article, he begins to go somewhere where he can purchase with less trouble and his trade is lost to you altogether.

GRATE SURFACE AND ITS VALUE.

The fuel-burning capacity of a square foot of grate, where the chimney flue is of ample size, is controlled by the free area for air passage through the grate, by the area and length of the internal gas passages or flues in the boiler, and by the quantity and disposition of the heating or absorbing surface. The exact proportions can be arrived at only by an exhaustive series of experiments and tests.

A large grate area and an indifferent draft, says the Ideal Heating Journal, are a bad combination, because it is impossible to maintain good combustion over the entire area of the grate. If the combustion rate is much below six pounds, there may be a falling off of evaporative power due to an insufficient draft; and if the combustion rate much exceeds eight pounds, there may be a falling off in evaporative power due to the cooling influence of too much air.

Where the grate surface is too large, air is likely to mingle with the fuel in excess of requirements and cool the gases liberated by combustion. If there is an excess of flue surface (giving a long gas travel with the attendant frictional resistance) or too small a grate, insufficient air enters the fuel chamber, and the

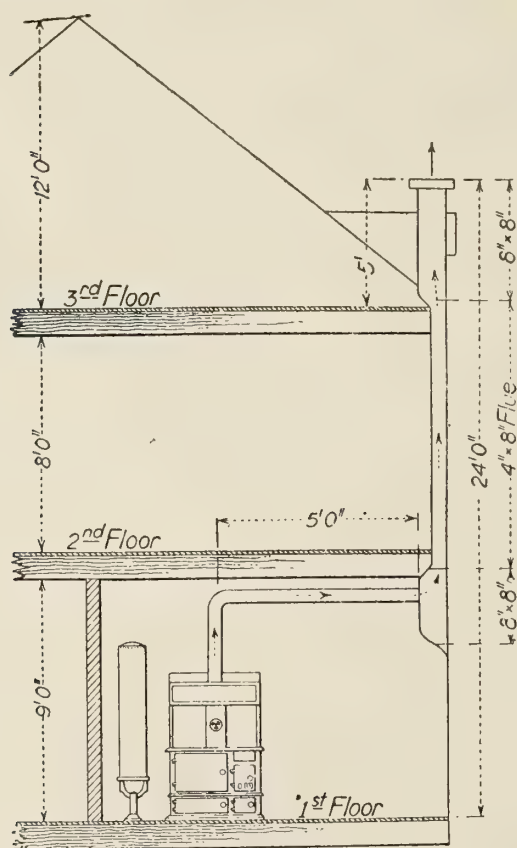
latent heat or stored energy of the fuel is not fully liberated.

Beyond a reasonable number of sections, a shorter boiler of a wider type is to be preferred, because it occupies less length in the pit, is more readily handled, its cost of erection is lower, and the fire being shorter is more readily controlled.

REMEDYING TROUBLE ON A COOK STOVE.

There are salesmen in furniture stores who can sell a stove on account of their smooth tongues and winning personality, but when it comes to explaining some technical part in connection with a range, they are at a loss to do so. The flue is a part that gives considerable trouble and the following article by a manufacturer, in an exchange, will be instructive and interesting.

The experience through which I have recently passed will demonstrate that scientific management may be applied widely and not merely to the conduct of a business but to every detail that enters into it. Of course no better ranges are manufactured in the



Elevation showing varying areas of chimney flue.

world than we make, yet we received a letter the purport of which was as follows:

"I installed one of your ranges recently in my new home and have been having no end of trouble trying to get a hot fire. We first tried hard pea coal with poor results. Then we tried soft pea coal with much better success, but are unable to get a quick hot fire except by using wood.

"I do not believe the range is in any way defective and that under proper draft it will give good results for cooking, baking and heating the room. Herewith is a rough sketch of the conditions. Kindly have your designer figure over the same and if possible suggest

a good way in which to apply a remedy and overcome any defects he may find.

"I have figured into it myself and find the area apparently sufficient all the way around; also I think I have enough pipe to the chimney to counteract the horizontal pipe and the elbow. I want to burn pea coal on account of the great difference in cost between that and nut coal and must have a stove to do it.

"The difference in the price of coal would soon buy a new range. However, I wish to give the present range a fair trial and want your earliest reply, since I cannot now produce heat enough to keep the small 8 x 10-foot kitchen warm, and await your reply and assistance."

Almost any one who would read this letter and look over the drawing would naturally want to suggest changes in the flues to help the fan out of his trouble, as will be found if this letter and drawing are published and the readers are asked for a remedy. The facts, however, I found on a personal investigation to be as follows: The flue had ample draft to operate the range satisfactorily, but the users were never instructed how to use the dampers. The fire was brought from a banked condition with pea coal in 25 minutes to a baking condition, and a cherry pie was baked in 17 minutes, top and bottom, and browned practically alike. This demonstration left the owner of the range perfectly satisfied.

As will be seen, the chimney has a height above the ground of 24 feet to the top. The base of the chimney rests on a bracket and is 8 x 8 inches in size for a distance of about 2 feet, when it is drawn in and runs for some 12 feet 4 x 8 inches in size. At this point it again enlarges and for the remainder of its height the internal size is 8 x 8 inches. The range is connected with the chimney by a 7-inch pipe.

No instructions having been given to the queen of the kitchen, it was operated on the direct draft all the time and in consequence only the top surface of the range was available for heating. It supplied plenty of hot water, but it was impossible to do any baking. When instructions were given as to the proper use of the dampers, the result was as described in the foregoing. This makes it very clear that even though stoves have been used in kitchens for generations, it is still necessary for those who purchase to have instructions on the proper way to use the dampers in order to get the right kind of service.

STOVE REPAIRING PROFITABLE.

To the man mechanically inclined, or handy with tools, nothing pays so well at this time of the year as stove repairing. The work is not as hard as the average tradesman's (mechanic's) work. Unlike so many professions and trades, this business does not require years of preparation or apprenticeship to serve to make a success of it.

One can work as few or long hours at it as suits his personal whims. As this is the busy season in this line, right now is the time to get busy and canvass your customers, and you will have your hands full attending to your wants.

The equipment and tools required for the tyro's every need in the early stage of his stove repairing work are few. A hammer, a monkey wrench, cold chisel, screw driver, and a pair of pliers will be sufficient for the beginner's working kit.

The various parts for all kinds of stoves can be obtained from the stove repair establishments.

There are men in this business who are clearing \$10.00 daily (which is the rule, and not the excep-

tion), through the rush season, which starts usually with the commencement of cold weather about November 1 and runs to May 15. And any man of ordinary ability can make \$5.00 a day, clear money, in the same busy season.—John R. Lewis.

STOVE ON A GAS JET.

An ingenious gas jet attachment has been designed by an Englishman. It is said it can be used both as a heater and as a cook stove, and it is further claimed that it will do anything that an ordinary kitchen gas range will do. The apparatus is made in four parts that are easily separated for cleaning and it screws on any gas jet without changing the tip. According to the claims of the inventor, the heat of the flame is increased 500 times, yet the flame is entirely confined within the heater and there is no danger of fire nor of the flame being blown out by the wind, no matter how strong the latter may be. There is also no danger of asphyxiation.

The Furnace Trade

NATURAL GAS IN WARM AIR FURNACES.

A hardware dealer in Moncton, N.B., has written the Journal, as follows: "We have recently struck large flows of natural gas. Can you give me any information regarding installing this in connection with warm air furnaces?"

A large furnace man who has had considerable experience along this line in Western Ontario says there is nothing more in the installation of a gas burner in a furnace than there would be in putting a gas burner under a hot plate. The burner goes in over the top of the shaker grates and is in three sections. These sections work independently of one another and a person can light one at a time, if desired, thus being able to graduate the heat. The amount of air that comes in from the base will have to be regulated according to the gas that is being used. The draft openings at the base of the furnace should really be closed as the air mixer on a gas burner supplies all the air necessary for proper combustion.

A great deal of condensation is caused owing to the watery nature of natural gas found in some places. To get over this difficulty, an opening should be made away back some place in the pipes so that it can be opened and allowed to drip every once in a while.

It is essential that one makes sure that the gas main that is supplying gas to a furnace is large. If only a small pipe is in use, the result is bound to be poor, and the user will not get satisfaction desired.

The fume pipe always must be connected. If this is not done, it will cause the gas to throw off a bad odor all through the house. It will likely be found that the condensation will drop back in this pipe and, therefore, it will be necessary to drip the smoke pipe one way or another, either to the chimney or to the furnace.

PUSHING THE FURNACE TRADE.

At the recent convention of the Sheet Metal Contractors' Association in St. Louis the president made some reference to the furnace trade, part of which is herewith reproduced for the benefit of those engaged in the business in Canada.

"I am convinced," he said, "that the day is at hand when furnace manufacturers must begin a vigorous campaign of advertising. Under whatever name it is conducted it must come or the furnace business will never reach the important position it deserves in trade.

A demand for good furnaces and good work must be created. It won't do, gentlemen, to cry poor installation on the part of the dealers. Give us a buying public, willing to pay for good furnace work, and we will furnish you a few men capable of installing the furnaces. Nevertheless, we must not allow ourselves to believe that we are altogether perfect. There is a great room for improvement in ourselves. It is my opinion that our locals do not give nearly enough time to the discussions of such subjects as the proper installation of furnaces and the proper use of sheet metal in other lines of work. We have it within our power to educate ourselves to the highest degree by simply using the experience of ourselves and others and endeavoring to improve on each job.

"Let us pluck the 'beam' out of our own eye before we say too much about the 'mote' in the eye of the manufacturer."

NATURAL GAS IN MONCTON.

A subscriber to the Journal, in Moncton, N.B., writes us stating that natural gas has been found there and that it is being used almost exclusively in that city.

"You might advise your patrons that have gas appliances," he says, "that there is quite an opening in this section, as nearly all our supplies are now coming from the States. Canada should be able to compete."

This man also wants information on installing natural gas in connection with warm air furnaces, and we would be glad to hear from any of our readers who have had experience along this line.

LUNCHES TO ADVERTISE A NEW TYPE OF STOVE.

A hardware dealer in a small town recently made a successful selling campaign on gas stoves in a unique and dignified manner, according to System. He rented a vacant building adjoining his store, fitted it up in an inexpensive but artistic manner and advertised that every afternoon during the week a repast would be served there, everything being prepared with the aid of his new type of gas stove. He engaged a skilled man to superintend the work and the light luncheon was prepared in a manner which attracted crowds of the better class of people. They were made to feel that the pink tea was more of a society function than a selling scheme, but after partaking of refreshments, the best features of this particular stove were incidentally made known to them.

KEEP ON THE JUMP.

When one task is finished, jump into another. Don't hesitate. Don't falter. Don't waver. Don't wait. Keep going.

For activity breeds ambition, energy, progress, power. And hesitation means idleness, laziness, shiftlessness, sloth.

Don't dawdle in the hope that inspiration will strike you. Inspiration is more likely to strike a busy man than an idle man.—System.

What Trade Associations are Doing

JOBBER AND CATALOGUE HOUSES.

One of the big questions being discussed by members of the Retail Hardware Associations in the United States is that of mail order competition, and at the convention held at Detroit last month it was decided that a joint committee of retailers, jobbers and manufacturers of hardware should be organized to investigate and try and evolve a plan which will enable retailers to meet the big mail order houses more equally in the matter of prices.

It is becoming recognized by retailers that the parcels post system is coming sooner or later in spite of the distinct advantages it gives to the big city millionaires at the expense of business men and property owners in the smaller towns and villages. The idea, therefore, is for the retailers to insist that the wholesalers join with the retailers to prevent manufacturers from selling to mail order houses on terms which would enable the catalogue houses to undersell the country retailer.

Discussing this problem, the National Hardware Bulletin, published by the National Retail Hardware Association, puts it up to the jobbers to see that the jobber-retailer system of merchandizing is continued. If the jobber fails to co-operate the inevitable result will be the extension of the influence of co-operative buying syndicates which have found a foothold in the United States during the past couple of years. The Bulletin says:—

"First the retailer must provide good service and handle an up-to-date stock, and, excepting to allow a fair compensation for better service, prices must be no higher than those asked by mail order houses for merchandise of like grade. We can see that on these two things hinges the future of the retailer when he will either be more useful or will have become fewer in numbers and degenerated into a shop keeper of the European type. We cannot conceive of the mail order house absorbing all the retail business of the country, but we can conceive of its absorbing the better part of it, leaving for the small town retailer a picayune business in staples and some cheap lines of goods.

"Retailers who are overcharging customers are inviting spoliation and 'jobbers who charge their retail merchant customers more for the same goods than the catalogue house price to consumers is committing a crime against the jobber-retailer system of merchandise distribution.' We have always firmly believed in the retailer doing all that he can for himself. His store should be attractive; his stock should be up-to-date; his variety as wide as local conditions will warrant; his store management efficient; and he should be an artist in the matter of salesmanship, but in addition to this prices must compare within reason with those quoted by the mail order house.

"The intelligent consumer will concede something for quick service, something for the privilege of choice and comparison. He will give the dealer the benefit of the doubt as to quality and merit, but against all this stands the mail order house with its bewildering assortment of goods, profuse illustrations, the best selling argument that high-priced experts can devise, all leading up to the climax—price. The issue cannot be ignored. No matter how careful his management, how good the salesmanship, nor how well kept the store, the blighting effect of a 'high price' reputation will eventually bring great injury. Price—meeting competition within due reason—is demanded of the retailer. Will the jobber extend his co-operation. Upon the answer depends to a great extent the future life and success of the jobber-retailer system of merchandise distribution."

In this connection the experience of a Canadian manufacturer might be outlined. He brought a new line of goods upon the market, establishing the first Canadian factory in his line. When ready to market his product the jobbers were solicited, but they refused to stock the line or push its sale until a demand had been created, they continuing to push the imported lines. The manufacturer, at big expense, went to the retailer and sold his goods direct, the jobbers finally taking up the line. In the meantime, the sporting goods department of Toronto's biggest catalogue house had become interested and the manufacturer was up against the problem of protecting his retail customers. And he did so by giving an extra price discount on condition that the price be maintained.

On price maintained specialties the retailers cannot object to price concessions of this kind, but on staple lines they must insist that the jobbers and manufacturers who sell to catalogue houses, quote their small retail customers prices which will enable them to sell on equal terms with the catalogue houses.

In Ontario the Retail and Wholesale Hardware Associations have already organized a joint committee to deal with such problems, and if any retailer has a specific complaint to make they will be doing a service to the trade as well as to themselves by sending the details to the Secretary of the Ontario Hardware and Stove Dealers' Association, 410 McKinnon Building, Toronto.

NATIONAL HARDWARE CONVENTION AT DETROIT.

The National Retail Hardware Association held its thirteenth annual convention at Detroit, Mich., June 18 to 21, the gathering being attended by D. A. Macnab, Orillia, and C. W. Conn, Tillsonburg, representing the Ontario Retail Hardware and Stove Dealers' Association, and Fred C. Lariviere, President of the hardware section of the Retail Merchants' Association

of Montreal, to whom all the courtesies of fraternal delegates were extended.

The convention dealt with reports from the numerous State Associations in affiliation with the National Association and discussed such important problems as parcels post and mail order competition. The Question Box discussions were not featured as much as at the State Association meetings.

Many social features were included on the program, boat rides, auto rides and theatre parties at Detroit, with a side trip to Niagara Falls following the convention, the party being the guests at the Falls of the Carborundum Company and Oneida Community.

A party of nearly 50 New England hardwaremen and women returned to Boston via Toronto and Montreal, being piloted around Toronto by Secretary Wrigley, of the Ontario Association, and being royally entertained in Montreal by Fred C. Lariviere, who tendered them a sacred concert in St. Louis de France Cathedral on Sunday evening, June 23, after which a reception was held in Mr. Lariviere's store, well known to the United States visitors because of the many descriptive articles published regarding it in hardware trade papers across the line. Dancing was indulged in and eatables were served by Mr. Lariviere, following the inspection and social rooms for employees in the store buildings.

The next convention is to be held at Jacksonville, Florida, with Boston as the meeting place in 1914, and San Francisco in 1915.

Hardware "Question Box"

Readers are invited to send questions for discussion and to express their opinions on any subject discussed.

How do you figure profits?

Mr. Miller: So far as I am concerned, I don't find it very difficult to figure my profits. The great question with me is to work them out. The gentleman has laid down the basic principle on which to figure your cost of business. You have got to figure your invoice cost, your freight and cartage expense, and then the rate of expense for running your business.

Mr. Koers: Different men figure different ways. A man in one community has certain conditions that he has to work against, and another fellow somewhere else has different troubles. Each man has to figure it out his own way. Nobody can say what it costs to do business.

Mr. Maxey: That is true. Each and every man has to solve his own problems. One man's experience may be much greater than another man's. The location and surroundings have a great deal to do with it.

Mr. Roys: I would like to tell you my plan. These questions had been a problem to me a good many years, until about two years ago I sat down and figured it out. I figured up what my total expenses were, including a good salary for myself, my clerk hire, all my total expense of doing business. Then I figured up my stock, including the freight bills the same as merchandise bills.

After I got my selling expense and cost, I went to work and classified my stock. For instance, I took my implement department and found what the total purchases were. Did the same way in my stove department, and in the shelf hardware department, and

in the sash and door department. I figured up what the total purchases in these different departments were during the year. Then I figured out how much space each department occupied in my premises, and figured out how much that space cost me a year. Then I proportioned my rent expense to the different departments in that way. I then made an estimate of the amount of time that it took my clerks to handle the goods in each department in making sales. Of course, this couldn't be accurate, but I approximated it as nearly as I could from watching and from my own experience.

For instance, suppose it takes a clerk from one to two minutes to sell a box of shells. I mention them because we know there is very little profit on shells. I figured what that time was worth, and added that overhead expense to the cost of the shells. Then if I found that I was not selling them at a profit, or was losing money on them, I knew I had found a weak spot in the business. So I would put them in a smaller space, cut down my stock of them, and only carry enough to supply the actual demand. If a man came in and called for them I would sell them to him, but wouldn't talk them up at all. In fact, I would get through with the sale as quickly as possible. But I would take some other line that I was making a good profit on and push that line and try to sell that before I let him get out of the store. If I had a line on which competitors were cutting the price, I would cut mine down to a point where there was no profit in it left for him, and use it as a drawing card for more profitable business along other lines. Of course, if the line on which my competitor was cutting prices was one that I didn't care anything about, I would drop it entirely and let him have it.

* * * *

How do you find leaks in the business?

Mr. Lynch: We have had some trouble on that line. I have had clerks who, if a customer came in and wanted five kegs of nails, say he would charge three or four and send out five. These clerks would usually also do part of my collecting. They would take out some blank bill heads, and when they went to collect for the nails they would write out a bill for the five kegs and collect for them, and report to me on three or four. Now, what is to be done in that case?

Mr. Koers: Don't employ cheap men.

Mr. Lynch: I found that my highest priced men would do it. I have had \$125 men who would steal some big bills from me.

Mr. Jackson: The greatest trouble in my business is to get the goods charged where we sell on credit. The clerks, in their hurry to wait on the trade, will put off making a bill of the goods until the rush is over, and then forget it. What I want is a system that will get the goods charged without being too expensive to operate. I have tried various methods. I have never had the trouble which Mr. Lynch mentions; but I do have lots of trouble getting the clerks to remember to charge the goods.

Mr. Maxey: If you will use a duplicating system of charging and give your customer a charge slip, and insist that he call for one when he makes a purchase you will find it helpful.

Mr. Lynch: Right there we use a cash register system and give a receipt. And then we have established a sort of pass-word, "Did you charge it?" that we pass around the store all the time, from one clerk to another; and I find it works out pretty well.

Mr. Miller: Those leaks are in every business. I found it in the manufacturing business, in which I was

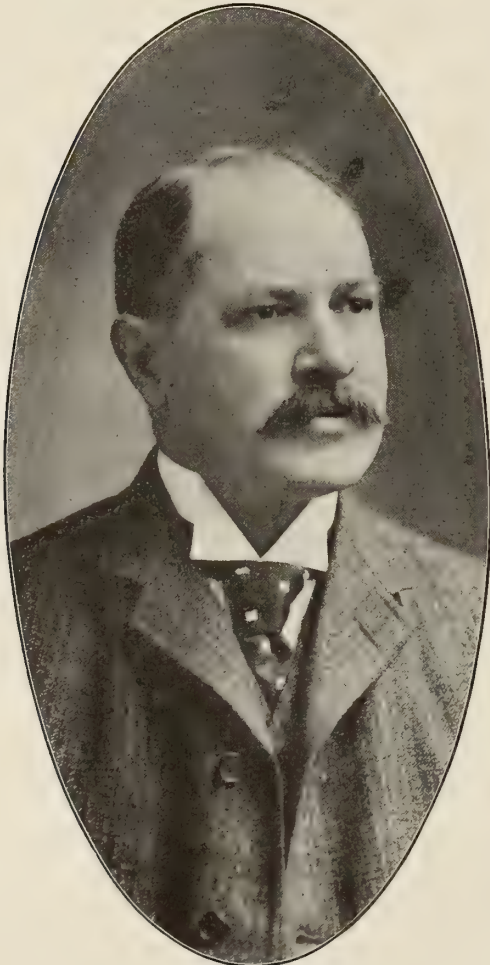
formerly engaged, and I find it in my retail business now. I try to watch all my clerks as closely as possible. An honest man doesn't mind being watched; and if a man is inclined to be otherwise, it may serve to prevent him. And as to the charging proposition, I try to get all my clerks interested in watching each other—and I am one of the boys, too; and if we catch up with anyone failing to make a charge, we "crawl on" him about it.

Mr. McRae: We have a system of fining, where a fellow fails to make a charge and anyone catches up with it; and the one that catches it gets the amount of the fine. This makes all my clerks take an interest in watching each one of the others.

Mr. Lea: We use a duplicate sales book, and we don't find that they fail to charge often. I try to keep my eye on the things going out, and see that everything is accounted for. All the charges are entered on the journal, and I go over the entire day's business every morning the first thing. This helps to keep my clerks from cutting prices, too.

THE LATE THOMAS G. DEXTER.

To those who knew Tom Dexter intimately his sudden calling away on July 3 was not altogether unexpected. It nevertheless came as a shock. It is always



THE LATE THOMAS G. DEXTER
of H. S. Howland, Sons & Co., Limited, whose sudden death
took place on July 3.

a shock to lose a friend no matter how much his going may be anticipated. Owing to an acute heart trouble his condition had been serious for some months, but day after day found him on duty as buyer for the wholesale hardware firm of H. S. Howland, Sons & Co.,

Limited, wearing the same old smile and greeting friends, customers, and the representatives of the manufacturing firms who came to sell him goods in the same old cordial way.

He was a keen buyer, but there was none of the autocrat about him. He knew what the customers of his firm wanted, he knew the price they would pay, and if he and the representative of the manufacturer could not agree upon the figures asked he did not attempt to brow beat. The transaction was off by mutual consent and the handshaking was as cordial as if the deal had been consummated. With his passing goes about the last of the old school of hardware buyers.

Among his fellow wholesalers Mr. Dexter was very popular and a few years ago they exhibited their respect by honoring him with the presidency of the Canadian Wholesale Hardware Association.

As a man Mr. Dexter was the soul of honor. If a thing was wrong he did not hesitate to say so in terms that everyone understood, whether the matter under discussion was either business or public affairs.

His pastimes were billiards and lawn bowling, both of which he played well and keenly—and generously.

Mr. Dexter was with the Howland Company for nearly a generation. For many years prior to his becoming buyer he represented the firm in the Prairie Provinces and the ties of friendship and business which he formed were never severed. It is about twenty years since he was called off the road to fill the position of buyer. He practically died in harness, for he had only left his office to spend Dominion Day with his family at Jackson's Point. It was while at his summer residence that the sudden call came.

FORSAKING HARDWARE FOR REAL ESTATE.

Mr. Hugh A. Gunn, who has been with H. S. Howland & Sons, Limited, Toronto, for a number of years, is shortly severing his connection with that firm to enter the real estate field. He is joining the firm of John Stark & Co., stock brokers and investment agents, Toronto, and will specialize on the real estate end of the business.

Mr. C. E. Screaton has been appointed sales manager of H. S. Howland, Sons & Co., Limited, Toronto. He was formerly with the Hobbs Hardware Co., London.

MRS. J. R. HAMBLY DEAD.

Hardwaremen generally, and members of the Ontario Retail Hardware & Stove Dealers' Assn. in particular, will sympathize keenly with Mr. J. R. Hambly, Barrie, past president of the Assn., in the death of his wife, whom he married just a year ago, an infant son dying on July 1 and Mrs. Hambly passing away on July 4. Mr. Hambly's first wife died about five years ago, then his store was burned early last year, and now he suffers another great misfortune in his present double bereavement.

SHE SWEARS BY THIS STORE.

A customer recently had occasion to make a small purchase from a certain large store. Two days later she received a letter saying that they regretted to say that she had been overcharged to the extent of twenty cents. The amount she had been overcharged was enclosed in a manila envelope.

This was service. It was naturally appreciated by the customer, who now swears by that store.

People usually swear by the store that renders service.

Paint and Varnish Trades

ADVANTAGES OF PREPARED PAINTS*

The contracting painter who works a large crew of men must, during the season, keep one man in the shop breaking up white lead and matching shades, and as white lead paint should stand at least twenty-four hours after breaking and before using, he must keep a day ahead of the demands of the crew.

Painters who have investigated prepared paints and tested them fairly, find that the man who formerly did the mixing can be used to better advantage at his trade of painting. It is often the contracting painter himself who does the mixing of paints and colors for his men. With prepared paints the necessary thinning for first coats and the mixing is done by an apprentice at much less expense, giving the painter time to visit the jobs under way, figure new work and look after his collections for work already done.

Overcoming Prejudice.

The prejudice of the painter can be better overcome by demonstration than by general argument, and there are some lines of prepared paints which offer exceptional opportunities for comparison. Floor and porch paints, flat wall finishes, and the dark browns, greens and blues of house paint are much more expensive when mixed in the shop. Small quantities of paint for trim, floors, or to complete jobs represent additional expense to the painter when made by hand.

If any of your painters are not far enough advanced to use prepared paints for their work, make it a point to get them started on the above mentioned lines, and when after trial the economy is evident, it will be less difficult to overcome the antagonism to the use of prepared paints for all work.

The retailer who is giving proper attention to this matter is changing unprofitable white lead and oil sales into sales of paints which show him a reasonable profit, and is building up a business on the brand of paint carried. Anything which increases the favor of his particular brand of paint adds to the dealer's prestige, and what is more important, increases his profits.

Convincing the Consumer.

It is an easier task to convince the consumer that he should use prepared paints. But because it is considered less difficult the importance of thoroughly convincing him is frequently minimized or overlooked. A great many sales of prepared paints are lost for this reason. Lack of thoroughness in showing the economy, and failure to arouse the buyer to a consideration of his own interest leaves him without an opinion of his own on this important question.

At this point it is easy for the buyer to accept the suggestion of the painter that white lead be used. No property owner to whom the prepared paint proposition has been properly explained would permit the use of any other paint on his buildings.

Retail by the Job.

Paint should be retailed by the job and not by the gallon. Learn the requirements of your customer, con-

dition and the amount of surface of buildings to be covered, and figure out the quantity required. This will give cost of material.

The paint represents about one-third of the total cost. For a house requiring ten gallons of prepared paint at \$2.25 per gallon, the cost of the paint for finishing coat is \$22.50. The cost of applying the paint is approximately twice this amount or \$45.00 or at the rate of about \$4.00 per gallon. The total cost of painting this house is therefore \$67.50.

If this method of selling paint for houses is used, it is easy to meet the argument of the buyer who says that he can buy paints at 10 cents, 15 cents or even 25 cents per gallon less. Ten gallons at 25 cents is \$2.50 on a \$67.50 job, a supposed saving of 4 per cent. It takes just as long to apply poor paint and as more of it will be required, the 4 per cent. saving is imaginary only. The saving is in favor of the \$2.25 paint when protection and length of service are considered.

Meeting the Arguments.

A little figuring along the same lines will meet the argument of the buyer who has the impression that white lead paint is less costly. One hundred pounds of pure white lead and one and one-half pints of drier makes three gallons, so that when mixed with four gallons of oil, we have seven gallons of paint for finishing coat. Figure the items out at your selling price, remembering to figure the small packages of lead at the small package price. For the work on which you have estimated that 10 gallons of prepared paint will be required, figure the white lead paint in this manner.

100 pound keg white lead, at 7 $\frac{3}{8}$ cents...	\$7.63
50 pound keg white lead, at 7 $\frac{3}{8}$ cents...	3.94
25 pound keg white lead, at 7 $\frac{3}{8}$ cents...	1.98
$\frac{1}{4}$ gallon drier50
7 gallons oil, at 86 cents	6.02

12 $\frac{1}{4}$ gallons	\$20.07
Color50

\$20.57

10 per cent. for breaking up and mixing... 2.06

\$22.63

Prepared paint will cover 25 per cent. more surface than white lead. This is due to the addition, in correct proportions, of approved white pigments which carry more linseed oil than white lead, and the thorough amalgamation by machine grinding. To this \$22.63, we must add more for applying the 12 $\frac{1}{4}$ gallons than was figured for the ten gallons of prepared paint. There is more of it and it will require longer to apply.

A good painter will properly spread a gallon of paint in an eight-hour day, which at 50 cents per hour is \$4.00 per gallon. 12 $\frac{1}{4}$ gallons at \$4.00 is \$49.00, added to the cost of the paint this gives \$71.63 as total cost of white lead paint and painting, as compared

*An address by B. J. Cassaday, before the Minneapolis Retail Hardware Association.

with \$67.50 cost of prepared paint and painting for the same job.

More Details.

The amount of color figured may be considered minimum for the trim on a house, the body of which is white. When the body is painted a tint, the cost of color is greater, but this is offset by the fact that when color is added the material will take more oil making more paint. This figuring does not take into consideration the question of durability of service.

It is admitted that white lead paint chalks and leaves the surface, the chalking beginning anywhere from six months to two years after the painting. After three years, the protection of the surface by white lead paint is inadequate, so that the material and painting which cost \$71.63 for three years, is at the rate of \$27.21 per year.

Prepared paint properly applied to an average surface will remain in good condition and give adequate protection for five years. To give the white lead advocate the benefit of the doubt, we will figure the building should be repainted after four years' service.

The prepared paint and its application cost \$67.50, or \$16.88 per year. Thus the premium for insurance against decay is \$27.21 per year with white lead paint, as against \$16.88 with prepared paint.

White Lead Advertising and Painters' Arguments.

The burden of the white lead advertising and the base of the painter's argument is that white lead should be used because it is the primitive white pigment, and because it is cheaper (?). The opposite of both of these contentions has been proven beyond question.

Your arguments will not carry conviction, unless you are convinced. You cannot talk prepared paints successfully unless you have confidence in the efficacy of prepared paints generally, and absolute faith in your own line.

Use prepared paint on your own house or stove, or make a practical test of it in a small way, a quart will do. Note the spreading qualities, covering power, and the amount of surface which may be properly covered. Use a like quantity of white lead and oil paint for purpose of comparison. Watch the surface for first evidence of disintegration.

Manufacturers and master painters are continually making tests on a large scale, and the results give assurance that the claims made for prepared paint are being fulfilled. This is a plea that the retailer get all the information he can regarding paints generally, and his own line in particular.

That the manufacturer be credited with honest efforts to produce the most satisfactory paints, and that the success of these efforts has been proven by increased sales, will be further demonstrated on buildings in your own locality for which you are going to sell the paint.

The information, backed by confidence in prepared paints and in the genuineness of arguments in their favor, some of which are mentioned here, will double the profitable paint sales of any retailer who will use it thoroughly at every opportunity.

Important Points.

I will refer briefly to some of the important details. Familiarize yourself with the directions for use of house and special paints, and call customers' attention to the necessity of following them. I have purposely used the term "Prepared Paints" in preference to "Ready Mixed Paints."

Point out the advantages of three coats on new work, and two on old, and suggest the use of durable shades

in preference to fugitive colors which quickly fade. Help your customers in the selection of suitable colors, and if you have any complaints investigate them until you know exactly where the trouble is.

Give your paint stock a prominent space in the store and frequent displays in show windows. Paint is an agent of cleanliness and sanitation. An assortment of cans with soiled labels, on a dusty shelf in an out of the way corner of the store or on the floor, is a handicap hard to overcome.

PREPARED PAINT INFORMATION.

Prepared paint has everything to recommend it and nothing against, says a writer in *The Hardware Trade*. When well made, as it always is in the larger factories, it is the most economical and the most durable paint. Paint mixed by hand cannot be as well mixed as paint ground and reground by machinery. One is sloppy mess, the other a homogeneous product; and the cost, if we take only the materials used, is in favor of the latter. There can be no question where the advantage lies as to service.

Lead when used alone makes a very serviceable paint, and lead and zinc ground together in pure linseed oil make the most durable paint. Just how durable under the severest climatic conditions the following incidents will show: On the Mexican Gulf Coast, where the climate is hardest on paint, a house painted with lead and zinc in 1899 was, seven years later, in perfect condition.

On Block Island, off the New England coast, where the winters are exceptionally severe, a government office painted eight years ago with lead and zinc is still in no need of repainting.

Best Results With Mixture.

In America zinc has come to be recognized as an indispensable adjunct in paint. Lead, while quite as necessary, is too likely to change when used alone. It discolors easily, and when exposed to the air chalks off and leaves the wood exposed. Zinc, which is harder, is less liable to chemical action and retains its whiteness and is more durable in quality.

But owing to its brittleness when used alone it is apt to peel. A mixture of both lead and zinc is therefore necessary to obtain the best results. In just what proportion they should be used has not yet become agreed upon by painters. An equal proportion of both, as adopted by one of the oldest paint manufacturers in the United States, would seem to be the best of a variety of formulas.

It has, at any rate, borne the hardest conditions of service from the tropical heat of the West Indies to the zero blizzards of the Newfoundland coast. To supply the great demand for zinc oxide there is now manufactured annually in the United States no less than 140,000,000 pounds. The output of white lead is 150,000,000 pounds.

Much Opposition Overcome.

In seeking to introduce ready-made paint the manufacturers at first met with considerable opposition on the part of the painters who were long accustomed to the old system of mixing their own paints.

Apparently it was difficult for the painters to realize that a company of capitalists, employing for their purpose the best tools, the brains of the chemist, the experience of the tried grinder and mixer and the most modern machinery, had a decided advantage over the painter with his various ingredients purchased in small quantities, his little paint mill or his paddle and tub, and his ignorance of chemistry.

PLAY SAFE

The merchant who is playing for profit regardless of quality is playing a dangerous game, which will sooner or later defeat its own ends.

If you are in business for to-day and out tomorrow, hang the word "PROFIT" over your door and go ahead. You can fool all the people *some* of the time.

Dealers who are in business to stay "Look well to the end." They want the paint that they sell today to widen the way for more sales to follow.

To play safe in business, the dealer must see that the margin of quality satisfies the customer—that full measure of service is given.

The time is past when paint can be successfully sold on the appearance of the label—the attractiveness of the advertising, etc.

This is a day when all progressive dealers must be shown what the paint will do — results obtainable for their customers.


Price and promise may sell paint, but unless the price represents full value and the promise of satisfactory results is fulfilled, the sale is only of monetary value.

IT'S THE SALES THAT STICK THAT BEGET "GOOD-WILL."

Selecting a line of paint is like hiring a clerk. The all important feature is "ability to render efficient service." That paint which is most efficient is the most economical.

Hitch up to a certainty. "Before choosing one consider all." Investigate "High Standard" Liquid Paint—compare it with others on a basis of ability, and you will have sold yourself this line.

This game of business is a strenuous one—play safe.


Lowe Brothers
LIMITED

Toronto

Dayton

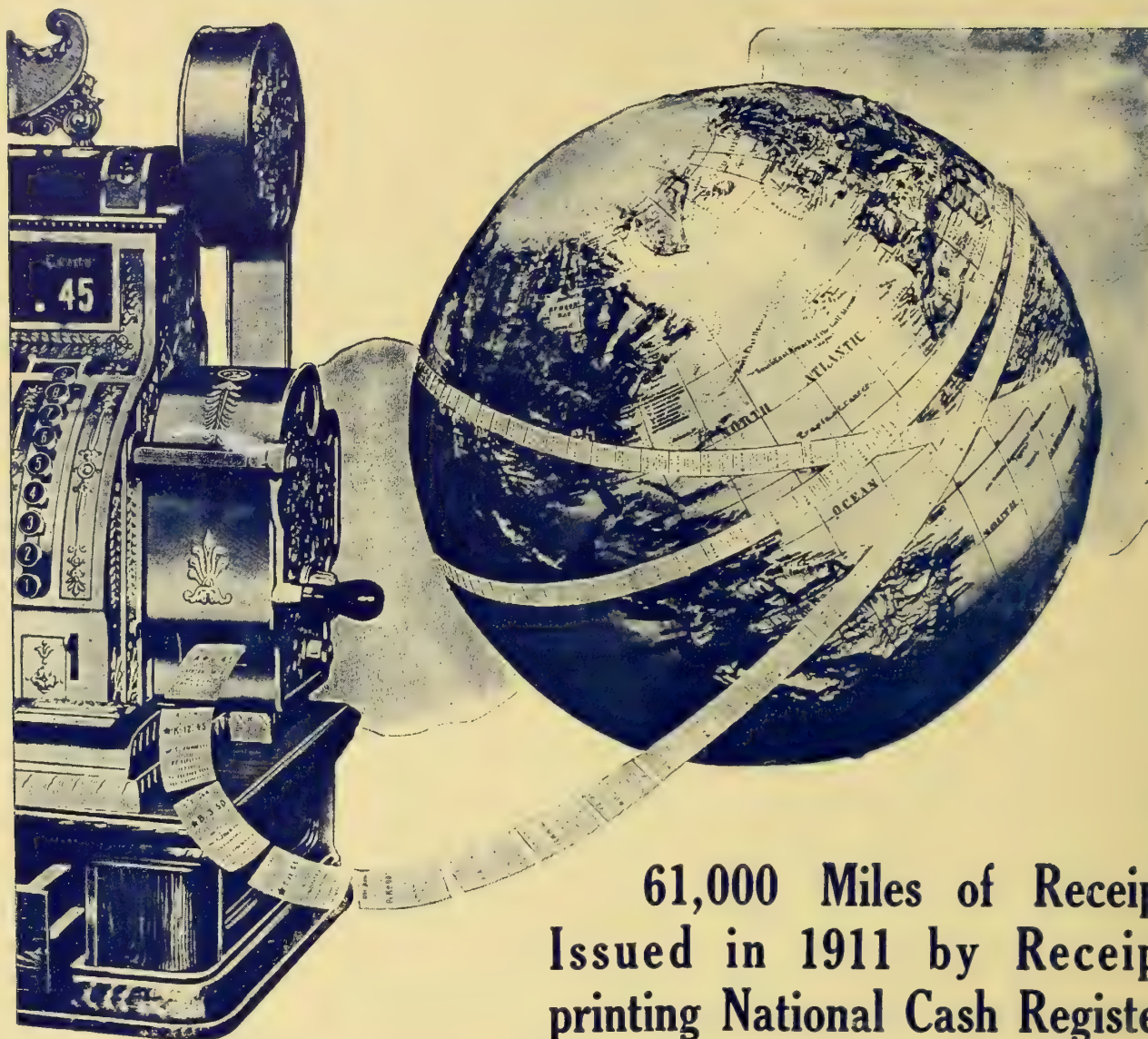
New York

Boston

Chicago

Kansas City

Lyon-Monkhouse, Limited, 171 James Street, Winnipeg, Man.



61,000 Miles of Receipts Issued in 1911 by Receipt- printing National Cash Registers

It prints on both sides of a Receipt, cuts it off and issues it

This Receipt is wrapped in the package with the goods

Number of the sale
Date of sale
Indicates a cash sale
Initial of clerk who made it
Amount of Sale
This same amount is also printed on the sales strip inside the register and added to the other sales on the adding wheels

014 MAY 18

★K 12.45

W. S. JOHNSON
416 Fourth Ave.

Keep This Receipt
It is your Protection
WATCH FOR
ANNOUNCEMENT
(over)

Front of Receipt

Keep your eye
on this space.
We will adver-
tise new goods
and special sales
from time to
time.

Back of Receipt

If placed end to end they would reach two and one-fourth times around the world.

These receipts are protecting and increasing the profits of merchants in every part of the world. They are used in the store farthest North, the store farthest South; even on ships and dining cars.

They are protecting clerks against temptation, children and servants against suspicion, and customers against arguments, disputes and loss of time. They do so much and cost so little.

They are used in over 212 different lines of business.

Write to-day for our booklet "Get a Receipt"

Investigation will cost you nothing.

THE NATIONAL CASH REGISTER COMPANY

Headquarters for Canada: 285 Yonge St., Toronto

J. C. LAIRD, Manager in Canada

Canadian Factory: Toronto

HIGHER PRICES PROBABLE ON BELGIUM IRON AND GLASS.

Private advices from Belgium disquieting tidings due to the possible political upheaval brewing there. This is expected to come to a head if not almost immediately, not later than October or November next. Manufacturers there are much disturbed at the outlook. They are refraining from soliciting business and are only concerning themselves with business of the moment thrust upon them. This will be reflected in Canada by higher prices on such commodities as we rely chiefly on Belgium for certain lines of iron and steel and very largely for our supply of glass in those kinds known as sheet and plate window glass.

Belgium has, this last half century, become almost an astonishment in the commerce of the world as a manufacturer of heavy goods and glass. Of the latter she makes seventy-five per cent. of the world's consumption of sheet window glass. Of this quantity, England alone buys from her over one-fourth of her output annually while Canada takes about half that amount. The proportions of buying from Belgium in plate glass by England and Canada is similar.

All Belgium manufacturing is carried on in the Walloon districts or the south eastern portion of that kingdom bordering on to the north of France which has a dense population of almost all employees of her factories. While the Flemish or rural provinces are more sparsely populated and almost devoted to rural pursuits, who are subject to clerical domination and by the present system in Belgium of plural voting, this Catholic element dominates Belgium authority, the Catholic party being in power since 1884.

The Walloon element is almost non-Catholic partaking largely of the characteristics of the northern French, cosmopolitan, liberal and socialistic with whom feudal ideas have long passed into history. Hence, the declension between the Walloon and Catholic is very marked and has become of late exceedingly bitter. The former had hoped by strenuous educative propaganda and hard work to obtain control of the Government at the elections of June 4th last, when the Catholic succeeded again to hang on to power owing to the voting of the Flemish rural provinces, who under the Catholic influence exerted upon it, voted en masse, and notwithstanding that they are only a minority of voters, they mustered a majority of votes due to the plural system of voting. The Walloons are enraged at this state of things being perpetuated, the Catholic members being against universal suffrage, as almost anything even approaching a revolution may happen at any moment. The industrial region of Belgium have now reached the breaking point on this question, "that majority must rule free from clerical domination." The workers are well organized in guilds and of late have copied some of the better methods of labor organization, and it is now determined to strike for this sufferage so long withheld. It is purposed to call out every worker in the Walloon districts and so paralyze the commerce of the country. This would mean the putting out of all the blast, iron and glass furnaces, and in the latter will mean a close down of glass production for six months even if the strike is of short duration, and from advices and trend of news the upheaval is sure to be prolonged and very bitter. Whether the strike matures as anticipated or not, high prices for glass for England and Canada will develop owing to the unrest and hesitancy on the part of the makers to accept business. Already English buyers are offering a premium on current agreed prices for sheet window glass for autumn delivery.

There has not been any glass shipped to Canada this last six weeks owing to the dockers' strike, and only one sailing is expected this month of July, and with the political upheaval coming on, Canada and England will be very short of glass this fall, and consequently it cannot be expected that English manufacturers of sheet and plate glass will have any surplus to send to Canada, where high prices are obtainable in Great Britain.

ADULTERATED LINSEED OIL.

A recent bulletin issued by Alf. N. Cook, food and drug commissioner of South Dakota, warns all dealers in his State, and also in other States, to be on their guard for adulterated linseed oil. It appears that a firm in Cleveland, Ohio, has been shipping oil all over the country labeled as superior linseed oil, but, on samples being taken, it was found that the article was highly adulterated.

The bulletin gives the names of firms from whom to buy linseed oil and from whom not to, and stated that the Food and Drug Department of the State will pay \$10 to any one giving information that will lead to the conviction of persons selling other than the pure article and that the names of informants will not be divulged.

This recalls an incident that was recently settled in a local court. A Toronto hardware retailer had purchased a quantity of linseed oil from a local firm. He sold this oil to several painters in his district, and when he sent them accounts for same, they refused to pay, but, on the other hand, entered suit against the retailer for damages, claiming that the paint made from this oil was of an inferior quality and jobs that had been done with it were very unsatisfactory and had to be done over again. One painter secured damages to the extent of \$150.

Naturally, the retailer refused to pay the oil company's account and they entered suit against him. In his support he brought the painters who were not satisfied to give evidence, and the case was so clearly against the oil company, that he was awarded damages to the extent he had suffered, the account was cancelled and the judge in round terms denounced the company's product.

PAINTING GALVANIZED IRON.

When the paint peels from galvanized iron it is because it was applied too soon, or the iron had not been treated, says an exchange. If the metal is allowed to stand to the weather for about a year it will take paint all right, or it may be treated with the following: Dissolve in an earthen or glass vessel one ounce each of copper nitrate, copper chloride and sal-ammoniac in a gallon of soft water.

When the salts are dissolved add one ounce of commercial hydrochloric acid. Apply this wash with a wide flat brush. In a little time it will turn black, after which it will assume a grayish-white appearance. Go over it when dry with a broom or a brush and dust off the loose salts. Then paint as desired.

Good fish are caught with good tackle. Our tackle is good.

Suggestion for Window or Interior Card

Waste in the Tinshop

By H. Occomore, Guelph, Ont.

In approaching this subject from a distance, one would think it was of no very great importance to the hardwareman or sheet-metal worker, but to me the answer to the question, "Why does the tinshop not pay?" which has been asked (and not satisfactorily answered) so many times, is to be found and summed up in the one word, "waste." It is my intention to touch on some of the leaks from this source. Lack of space prevents me going into details, so I will only just touch the most important points. After perusing this article any person who has charge of a tin-smith department will be able to dig deeper and perhaps see some places that can be strengthened.

Waste in Material.

The first waste is in material, or, in other words, raw stock. At the present time, when there are so many uses to which sheet metals are put, it pays to keep almost every scrap of galvanized iron, tin or black iron. How often do we find pieces of scrap which could be well used for repair work, such as bottoms for pails, lanterns, or for covers, etc., thrown into the dump box. Some workmen think that anything like this has to be cut out of a whole sheet. All this scrap could be put away until slack times during the winter months and then cut up by the apprentice into step-flashing, outlets, end pieces, ferrels, etc. Another good use for scrap galvanized iron, or, in fact, iron that has been used, is to cut it up into roof patches about 3 inches by 7 inches and tie them in, say, 10-lb. bundles. Your carpenter customers will be glad to buy them for five or six cents per pound, to do repair work on shingle roofs. There are several other things in material to which it would pay to give consideration, such as saving all pieces of scrap brass, copper, zinc, lead, etc., old or new, and sell it to the metal man. It pays. With solder costing from 23 to 27 cents per pound it would pay any boss to watch and see how easy it is to waste right here. In any shop where a number of men and boys are employed it is well worth watching.

In shops where gas or gasoline is used for heating solder, iron, etc., it is quite easy, by careful oversight, to save at least 25 per cent. of this expense. This applies also where charcoal is used.

Much Time Wasted.

I could enumerate several other ways where saving could be made along the line of materials, but will now touch on the waste in time. This, to me, is the sore spot on the whole waste body. Tinnery, did you ever stop to think that one non-producing hour out of every ten means that you are making practically nothing out of that man's time, after allowing for the cost of doing business? This is not so noticeable where you have only one or two employees, as when you have a number. If one expects to make anything out of the tinshop the matter of time must be watched very closely. I know of no better way of doing this than by a proper system of keeping track of every five minutes of the day and seeing that it is properly accounted for. This can be done by the time card. You then have the whole thing in your own hands. I give here a partial list of methods by which time is wasted and which every tinshop could avoid:

Late starting; waiting half-hour for shop to warm up.
Lost time through having dirty shop.
Lost time through having poor tools.

Lost time through having poor light.

Lost time going to and from jobs.

Lost time through employees leaving their jobs 15 to 30 minutes before the proper time for quitting, when they think the boss will not know it. Did you ever make it your business to drop in on the job about a quarter to six and find the men gone?

Lost time through allowing visitors access to the work shop to converse with the employees.

Lost time through cutting out unnecessary patterns, when only one article of its kind is needed. For instance, I well remember some years ago, a supposedly A1 mechanic had a furnace repair job to do in which case a taper 90° elbow 10½ inches to 8 inches was needed. It took him two hours to lay off and make this elbow. A short time after, another job somewhat similar to the former came along and was given to another employee drawing the same wage as the former, and in less than half an hour the elbow was finished—in 25 per cent. of the time, and this without a pattern at all. This waste could have been saved by giving the right job to the right man.

Let me give a few suggestions right here as to how to overcome this waste of time. If you have a number of employees and are not a practical mechanic yourself, or find that you cannot devote your time to the overseeing of the department, secure a good, live, competent man as foreman and put it up to him to make good, giving him all the encouragement you can.

Do as few "thank you" jobs as possible. Have work planned ahead so that no man is kept waiting for a job, when he is through with the one he has. Finish up every contract job as much as possible before beginning another. This applies especially to furnace work, roofing and troughing, where material and tools have to be carted to and from.

Contract Work Leaks.

I have touched on a few of the large gutters that carry away the profit which ought to remain with the proprietor. I now wish to mention a few of the under-drains, which are not so readily seen as those already mentioned. I rarely find that any of our ordinary tinshops ever take the trouble to figure up to see if they have made anything on the contracts taken and completed. In fact they could not if they would, as no record has been kept of the material used on the job. What is the result? When the next job comes along for a price, he says, "Well, I guess I came out all right last time, so here goes on this one," and all the time perhaps he has been losing money on both jobs. The taking of contracts too cheap is, to me, a very serious leak and a very common one also. Failure to charge work done is another. If we only had the value of all work done and not charged through forgetfulness each year, it would enable us to take a few weeks holiday with a liberal allowance of spending money.

Failure to collect and bring back goods left over from jobs is another sore trouble. I, personally, have discovered goods left in other peoples' cellars when jobs were completed—forgotten for years and only found by accident. The loaning of tools is another leak which could be remedied by charging them up against the parties borrowing. In conclusion I would give you a few "don'ts."

Don't forget to charge everything up against the job done.

Don't set a \$3-a-day man at a \$1.50 job.

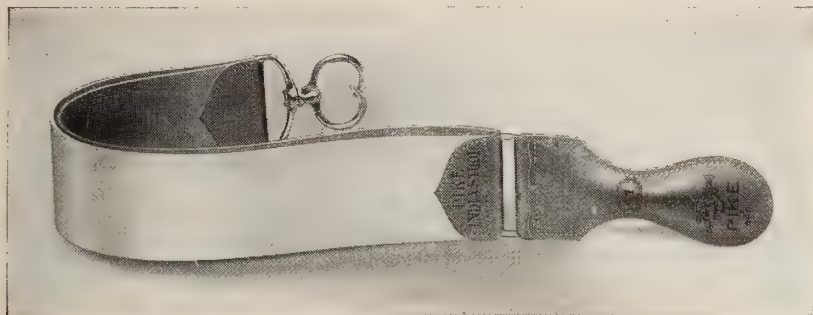
Don't forget to add the cartage against the job.

Don't forget, that, to get the best out of your employees, you must treat them as men.

New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Pike Manufacturing Co., Pike, N.H., are manufacturing a new line of razor strops, to be known as the "Pike India." These are filled on one side with "water floated" alundum powder and the leather used in the manufacture ranges in quality from domestic hemlock tanned butts to the best English oak tanned



shells. The finish is of the best. The line consists of 12 kinds and prices range from 50 cents to \$2 each. Catalogue describing these will be sent on request.

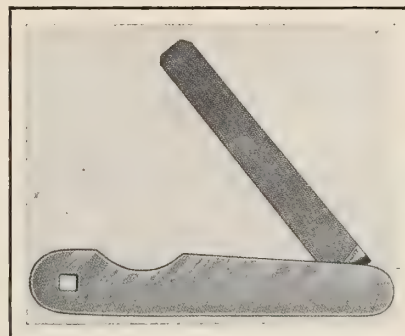
Cordley & Hayes, 7-9 Leonard Street, New York, have perfected for their "XXth Century" cooler a bubbler which is illustrated herewith. Now that medical health officers in towns and cities all over the country are putting up such a strong campaign for sanitary drinking taps, this device should prove a big



seller, not only in factories and offices, but in the household as well. This bubbler is the "last word" in safeguarding and serving drinking water under sanitary conditions. It insures absolutely clean water without pollution. The device is simple and easily operated. It works the same as the automatic push-nose faucet. Just press the nose of the faucet and the water bubbles over the bubbler-head so that a drink can be taken naturally and without the drinker's lips coming in contact with anything but pure water. The flow is regulated so that it will not sop over the drip

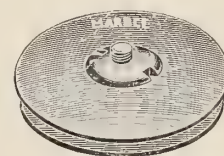
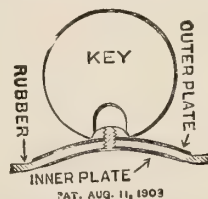
cut. It economizes water. Rinsing a glass before dringing wastes a lot of water. With the bubbler, however, there is no waste. Being heavily nickel-plated, it is neat looking, very strong, easy to attach and will not get out of order.

Liveright Bros., Philadelphia, Penn., are manufacturing the new magneto file here illustrated. This file is intended for the critical automobilist and is used to file the platinum points of the magneto plugs. It is made of a very thin material of a superior grade of steel. One of the edges is used to clean the slots and screw heads and one end of the handle, where the slot appears, is to be used as a gas tank key, making it a valuable acquisition to any auto repair kit. The



goods are placed one dozen on a card for sales purposes.

The Marble Arms & Manufacturing Co., Gladstone, Mich., report a great sale for their boot repair outfit. Most all sportsmen have had the nasty experience of having their leather shoes or wading boots torn by the sharp edge of a stone. It seems a shame to throw the shoes away for the sake of a small hole, but this difficulty is overcome by the Marble Ezy-quick boot re-



pairers illustrated herewith. These consist of two plates, both concave. The lower plate has a threaded pivot which projects through hole in upper plate. The two are held together by a flush nut. No cement or glue is needed. Instantly applied. Smooth inside, can't irritate foot, won't come off. These are made in sizes $\frac{3}{4}$ -inch, 1-inch, $1 \times 1\frac{1}{4}$ -inch (for large holes). Put on with one key which is furnished with each sale.

Of interest to the hardware trade, and those engaged in work requiring pipe threading tools, is The



Handy Die Stock which is being placed on the Canadian market by **Henderson & Richardson, Board of Trade Building, Montreal.**

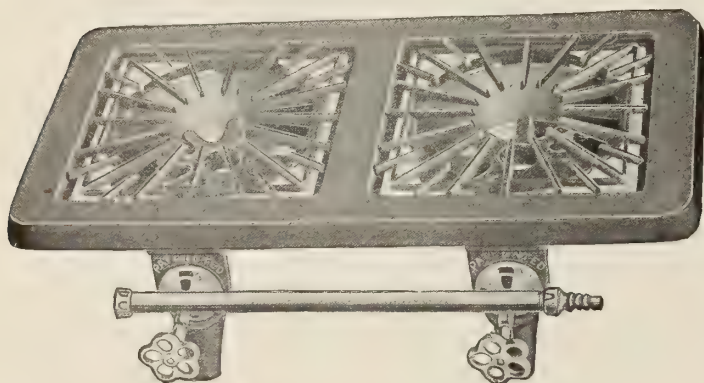
One of the features of this stock is the self-locking

device which eliminates the necessity of thumb screws, levers or other locking parts. It is also "quick releasing" so that there is no time lost in backing off after the thread has been cut.

This stock also lays claim to simplicity and durability in that there are no thumb screws to be broken, no threads to be stripped and no wrench or bushings to lose.

It is made in several sizes and to suit every requirements of a hand pipe threading tool so that with the new features, of which the above are a sample, this tool should be a popular one with the consumer and with the trade.

The Hamilton Stove & Heater Co., Hamilton, Ont., manufacturers of the well-known "Souvenir" line, are turning out a new line of gas stoves, made in 2 and 3-burner styles. The accompanying illustration shows a diagonal front view of No. 2 B. The big feature about this line is the deep-set bowl, which concentrates



the heat and prevents side currents of air from interfering with the flame. Another good point is that the bowls are detachable, enabling the dealer to replace them at any time. The plates are made in two forms—with wide and narrow shelf. The feet of this stove are placed close together, which permits of it being placed on a smaller surface than other lines.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

Meakins & Sons, Hamilton, Ont., are sending to the Canadian trade their 1912 catalogue of brushes. The booklet is very handsomely gotten up, has an embossed cover and contains illustrations and trade prices of all the lines manufactured by this firm.

Canadian Trade News

The Dominion Screw Co., Hamilton, Ont., has obtained charter.

E. Schmidt, who recently came to this country from Sheffield, England is contemplating the erection of a factory at New Westminster for the manufacture of cutlery.

C. C. Ballantyne, vice-president of the Sherwin-Williams Co. of Canada, is in the Old Country on a vaca-

tion trip. A. Newlander, of the Capital Hardware Co., Ottawa, Ont., also is in England.

Jack Sinclair, of Moffat Stove, has gone into the clothing business in Orillia, and Ed. Westwood has taken his place on the road, having sold his interest in Westwood Bros. to Jack Westwood.

BUSINESS CHANGES.

Eastern Canada.

Montreal.—McArthur, Corneille & Co., wholesale paints and oils, dissolved.

Ontario.

Toronto.—The Hobbs Manufacturing Co. suffered fire loss.

Manitoba.

Teulon.—F. C. Green succeeded by Jas. Grahame. Wawanesa.—Couling & Co. succeeded by W. S. Peters.

Norwood Grove.—J. R. Smythe opened store.

Waskada.—Geo. R. Maclean opened branch store at Goodlands.

Dauphin.—S. Cohen sold to Dauphin Hardware Co. Miami.—Lawrence & Campbell dissolved, Campbell continuing alone.

Saskatchewan.

Stoughton.—Daule & Banbury are negotiating a sale to — Holly.

Tofield.—Hall & Kennedy succeeded by Geo. B. Brace.

Blaine Lake.—M. S. Stephens succeeded by R. W. Pozer.

Pennant.—Honney Bros. succeed B. M. Hill.

Saskatoon.—Central Sanitary & Heating Co. started business.

Moosejaw.—Moosejaw Plumbing & Heating Co. incorporated.

Odessa.—Edwards & King started business.

Swift Current.—Swift Current Heating Co. succeeded by Anderson & Vall. The Swift Current Hardware Co. is erecting a \$50,000 building.

Keeler.—Fumerton & Hetherington dissolved partnership, A. W. Fumerton continues.

Vibank.—Edwards & King succeeded by Huch & Leboldus.

Elbow.—J. J. Fallis succeeded by Fallis Hardware & Implement Co.

Maple Creek.—The Burchill Hardware Co. started business.

Kelliher.—Rotchtein Bros. opened store at Expense.

Alberta.

North Edmonton.—How Bros. sold out, and have succeeded Wilson & Co.

Tofield.—Hall & Kennedy and Geo. Brace have exchanged businesses.

Coutts.—H. Tennant discontinued business.

British Columbia.

Central Park.—Gunning Hardware Co. discontinued. New Westminster.—A. Hardman succeeded by Davis & Lonsdale.

Vancouver.—Bailey Hardware Co. reported selling out.

If you lack faith in yourself, in your own ability to succeed, you will certainly show it and other people will soon lack that same faith.



TALKS ON PAINT SELLING

No. 11

Have you ever had to stand by and see a desirable contract for finishing materials go to a competitor? Have you ever felt that you ought to have had this contract and many others like it?

True, you cannot get all the business in your locality, but are you getting your proper share of it? If not, why not?

Almost any Sherwin-Williams Agent could tell you. They have learned that the secret of successful paint selling depends upon the thoroughness with which the manufacturer aids them to cover the field.

The architect and the master painter as well as the property owner must be given attention. To this end we publish two helpful magazines each month. The "Spectrum" is devoted to the architects and circulates among the best of them all over the country.

Each magazine is especially designed and edited for the particular interests of its readers and contains articles and illustrations on decorative effects and how to secure them which compel attention.

These are two of the many reasons why Sherwin-Williams Agents are able to get so much profitable Paint and Varnish Business.

THE SHERWIN-WILLIAMS CO.

(of Canada, Limited)

PAINT, VARNISH AND COLOR MAKERS
LINSEED OIL CRUSHERS

FACTORIES: MONTREAL, TORONTO, WINNIPEG, LONDON, ENG.

OFFICES AND WAREHOUSES: MONTREAL, TORONTO, WINNIPEG, VANCOUVER
LONDON, ENG.

TAKE A
BIRDSEYVIEW
OF BUSINESS

There is a wonderful field for suggestion in beautifying town and country. The *Paint Man* should take a bird's-eye-view of the town he lives in, and the country round about to see how he can suggest improvements that can be made with paint. Paint not only improves, but it preserves, and there is always room for suggestion — the house painter is a true artist, who can use colors to harmonize or blend with the trees, and the hills and thus produce a pleasing picture with nature as a background.

MARTIN-SENOUR PAINT

100% PURE

will improve any background — will liven up and permanently beautify any spot of natural beauty. Get busy *Mr. Paint Man* — don't sit in your store and wait for customers to come — seek them out, you will be surprised to see how kindly they will take to your suggestions as to how they may do their share towards beautifying their surroundings. Inoculate everyone with the fever to

CLEAN-UP AND PAINT-UP. Let us tell you some more new ways to sell paint.

THE MARTIN-SENOUR CO., Limited

Pioneers of Pure Paint

MONTREAL

CHICAGO

WINNIPEG

LINCOLN



Market Situation

The Hardware Markets.

The big demand for all seasonable lines of hardware continues, and jobbing houses are the scenes of much activity. Business has opened up in earnest and it looks as if this season will be an exceptionally good one. Screen doors and windows, lawn and garden tools, hose, etc., are having a big run and repeat orders are coming in nicely.

Sporting goods of all kinds are in active demand. Since the middle of June, the call for fishing tackle has been large.

Builders' and heavy hardware continues firm and there is much talk of advance in prices all along the line. All hardware articles in which copper and brass are used already have advanced in view of the increased cost of raw material.

Cement has taken a drop of 10 cents.

Paris green has advanced another cent per pound and is now selling at the prices noted in our market quotations. This has been caused by the difficulty manufacturers are having in procuring competent help, owing to the warm weather.

Petroleum faucets have been advanced 25 per cent. by American manufacturers, and Canadian makers evidently have followed suit.

Shot has advanced $7\frac{1}{2}$ per cent.

Mrs. Potts' sad irons have advanced 5 cents per set.

Canadian makers of pick handles have put up their prices. The discount is now 30 per cent., instead of 35, as formerly.

* * * *

Paints and Oils.

The brisk demand for prepared paints and lead and oil is showing no let-up, and the talk of increased prices in the former is increasing. It is hard to see how manufacturers can afford to sell at the old prices, in view of the constantly-increasing charges for raw materials.

The increasing demand for, and the scarcity of, white lead has caused another advance of 25 cents. Grinders are finding difficulty in securing pig lead and from here it looks as if prices will reach a much higher figure before long. One manufacturer of white lead states that he has his men working 24 hours per day and yet cannot turn out the goods to supply the demand. While the output is enough to supply the immediate demand, the best part of what is being turned out is being used to fill back orders. The price is now up to \$7.55 and indications are that it will go much higher.

Linseed oil also has advanced and is now selling at \$1.08 for raw and \$1.11 for boiled. There is an excellent demand and stocks are low. Indications point to higher prices; in fact futures are now being quoted at higher prices than those given above.

It seems as if turpentine desires to be in a class by itself, for this product has taken a drop and is now quoted at 68 cents.

Putty and glass are moving well.

* * * *

The Metal Markets.

Trade in all kinds of metals is brisk; as one man put it, it is enormous; this in spite of the exceptionally high prices. Some buyers, however, are holding off in the hope of lower prices, but from here

it looks as if this is an impossibility. On the other hand, it looks as if figures will go even higher.

Tin is still selling at 50 cents in London, although the market is showing a little weakness. The American Metal Market of June 27, says, in regard to tin: "After all the talk of a short interest in June, it is remarkable that to-day the last day for New York Metal Exchange June deliveries, the market here is nearly one cent per pound lower than it has been any day since June 11, although the spot price to-day in London, £209, is the highest price at which the metal has sold in London this month."

Copper is still in very heavy demand and indications point to even higher prices. The Old Country market holds firm and there is no possibility there of lower prices.

Sheet lead has made an advance of 25 cents per cwt. and this shows the condition of the market. Lead is still scarce and prospects are for higher prices.

Spelter still continues in excellent demand and here, too, there is talk of further advances.

The iron and steel market is firmer in the United States. On bars, plates and shapes there has been an advance of \$1 a ton.

HIGHER PRICES IN IRON PIPE.

Starting July 1st, manufacturers of iron pipe advanced their prices. This has been caused owing chiefly to the phenomenal demand. Then, too, three weeks ago prices in the United States advanced considerably. It is altogether likely that the month of August will see a rise of another couple of points. "This had to come," said one large manufacturer. "The price of raw material got such that we could not manufacture and sell at the old prices and make money. Before the rise, pipe was lower than it had been for six years."

GOOD ROPE MEANS GOOD PROFITS.

Good rope is more and more coming to occupy its rightful position in the hardware and kindred trades. Dealers have learned that cheap rope is a delusion and a snare; that the highest priced rope is really the cheapest in the end for the user. The reliable dealer is in business to stay, and he knows that he will make more money in the long run by giving his customers satisfaction than by attempting to make a few cents extra profit on each sale. This fact has caused more and more dealers to give up the cheap rope and stock a better grade. Dealers everywhere are resenting the practice of some manufacturers and jobbers of designating the very cheapest so-called Manila rope as "Hardware Grade."

We have always discouraged the sale and use of cheap Manila rope, and have rigidly adhered to the policy of making only the first quality. In reducing the quality of rope, the value of the goods is sure to diminish more rapidly than the price, and so the buyer is robbed of part of his just returns for the money he invests. The honest recognition of this fact has kept us from making any "No. 2 Manila," or worse.

This policy acts as a strong safeguard for the buyers—both the dealer and the user. The variety of grades on the market causes endless confusion in the trade; the lack of an assured high standard of value in their rope purchases breeds dissatisfaction among customers. The one safe and truly profitable course for every dealer is to buy rope made by the one manufacturer who makes only the best.—From a circular issued by the Plymouth Cordage Co.

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

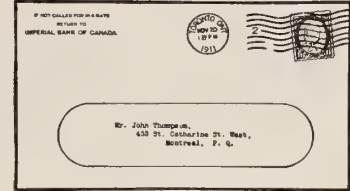
to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited A. C. LESLIE & Co., Limited
Makers MONTREAL
Bristol, Newport Managers Canadian Branch

6

1—Statements
2—Invoices
3—Circular Letters



4—Regular Correspondence
5—The Matter of Quality

The Element of Price

YOU can save envelope money in two ways. First, by eliminating the labor and expense involved in addressing ordinary envelopes. Second, in the price of the envelopes themselves. The B-E WINDOW ENVELOPE effects the first economy by using the subscription of the letter itself—or the heading of bill or statement—as the address for the envelope. The "Window" does it. ¶ Then, this improved envelope costs less than any imitation or substitute. It is made right here in Canada, by Canadian workmen in a Canadian factory. ¶ It is sold to you at a price below any competition. Its quality and "idea" are way above any comparison.

Send for Samples and Quantity
Prices — and See for Yourself

BARBER-ELLIS, Limited
62 Wellington St. W. - - Toronto

Brandram's B. B. Genuine White Lead

Made by the Brandram's process for practically two centuries.

It is the standard White Lead of the world.

By it others are judged.

It combines all the good points of the Old Dutch process with scientific improvements by which the body and color are perfected.

Anchor Decorators' Pure White Lead

The base of which is made by the Old Dutch process. It is the best White Lead that can be produced by that method.

Next to the Brandram's process of corroding White Lead, there is none equal to the Old Dutch process.

Before Placing your order for White Lead, write for prices and full particulars to
THE ONLY WHITE LEAD CORRODERS AND GRINDERS IN CANADA

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

PREVAILING MARKET PRICES.

Toronto, July 6th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 20
Antimony, per lb.	0 08
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 18½
Sheets, plain, 14 oz. base	0 26
Sheets, tinned, 14 oz. base	0 27
Sheets, plished, 14 oz. base	0 34
Sheets, braziers, 14 oz. base	0 26
Bars, round ½ to 2 in. .	0 24

Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, Toronto	2 90
All bright, 52 sheets. . .	4 00
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	6 10
24 gauge, per square	5 00
26 gauge, per square	3 85
28 gauge, per square	3 65

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less.	
Apollo brand Toronto	
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10% oz., equal to 28 Eng. 4 25	

Iron Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel 2 15	
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 13 25	
Middlesboro, No. 3	19 00
Radnor (charcoal)	32 50

Lead, Canadian pig.	4 25
Imported pig, 100 lb.	4 50
Bar pig	5 25
Sheets, base, 2½ lb. sq. ft. 5 00	
Pipe and waste	30 p.c.
Traps and bends	50 p.c.

Solder, half and half, lb. .	24½ 26½
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Spelter, foreign, per 100 lb. 6 75	
Sheet Zinc	8 50
Tin, ingots, 100 lb.	47 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	

Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Retinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge, case lots.	7 25 7 35
72x30 up to 26 gauge, case lots	7 85

Scrap Metal, Dealers' Buying Prices—	
Heavy Copper and Wire lb. 11¼	
Light copper bottoms	09¾
Heavy red brass	10¾
Heavy yellow brass	08½
Light brass	06½
Tea lead	02½
Heavy lead	02½
Scrap zinc	0 04
No. 1 wrought iron	10 00
Machinery cast scrap, No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins, barrel lots. .	1 00 1 10

Chemicals, in casks, per lb.—	
Arsenate of lead.	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 51
Litharge, flaked	0 06
Green copperas (green vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons	0 19
Signwriters' black, pure. .	0 17
Glue, in sheets.	0 10
1 lb. packages (Brantford)	0 25

Petroleum—	
Can. Prime white, gal. 0 12	
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls.	0 08 0 09
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½

Putty—	
1st. 2nd.	
Bulk in casks	2 35 2 00
Bulk 100 lb. drums	2 70 2 40
Bladders in barrels. .	2 90 2 60

Ready Mixed Paints—	
Per gallon, qt. tins. 1 65	2 00

Red Lead (Dry)—	
Genuine, 560 lb. casks, per cwt.	5 00
Genuine, 100 lb. kegs, per cwt.	5 50

Shingle Stains—	
In 5-gallon buckets.	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single barrels.	0 68
Linseed Oil, single barrel, raw	1 08
Linseed Oil, single barrel, boiled	1 11

Rosin, "G" grade, bbl. lots, 100 lbs.	3 60
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Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints, per gross	8 00
Pure white shellac varnish, in barrels.	1 75
Pure orange shellac varnish, in barrels.	1 70

White Lead ground in oil—	
Canadian pure, less than tons. 7 55	
Canadian pure. ton lots.	7 40

White Zinc—	
Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 10

Window Glass—	
United Inches Star D.D.	
Under 26	4 25 6 25
26 to 40	4 65 6 75
41 to 50	5 10 7 50
51 to 60	5 35 8 50
61 to 70	5 75 9 75
71 to 80	6 25 11 00
81 to 85	7 00 12 50
86 to 90	15 00
91 to 95	17 50
96 to 100	20 50
Toronto, 25 p.c.	

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz. 0 60	
Plaster of Paris, bbl. . .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. 1 00	
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05½
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Chain—Proof coil, per 100 lb. ¼ in., \$6.00; 5-16 in., \$4.85; ¾ in., \$4.25; 7-16 in., \$4.00; 1 in., \$3.75; 9-16 in., \$3.70; 1 in., \$3.65; ¾ in., \$3.60; ½ in., \$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.	

Forges—	
Blacksmith's portable, 135 lbs.	9 85

Horse Nails—	
\$2.80 per box base No. 9 and larger.	

Horseshoes—Iron, light & medium, No. 1 and smaller, \$3.75; No. 2 and larger, \$3.50; snow pattern, No. 1 and smaller, \$4.00; No. 2 and larger, \$3.75; "N.L." new light steel, No. 1 and smaller, \$4.10; No. 2 and larger, \$3.85; "X.L." feather-weight steel, No. 0 to 4, \$5.25; special countersunk steel, No. 0 to 4, \$5.50 pkg; toe-weight, all sizes, \$6.00.	
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, \$1.50; No. 2 and larger, \$1.25; "Sharp" No. 1 and smaller, \$1.75; No. 2 and larger, \$1.50 per box, 25-lb. boxes.	

Wire Nails, base.	2 20
Cut nails—Montreal, \$2.40; Toronto, \$2.60.	
Miscellaneous wire nails, 75 p.c. Coopers' nails, 33 1-3 p.c. Pressed spikes, ¾ diameter, per 100 lbs., \$2.85.	

Annealed Wire, base \$2.35.	
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Hay Bailing Wire—No. 12 and 13, \$4; No. 13½, \$4.10; No. 14, \$4.25; No. 15, \$4.50. in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.	
Clothes Line Wire—No. 19, \$2.00 per 100 ft.	

Colled Spring Wire—	
High Carbon, No. 9, \$2.25; No. 12, \$2.40, Montreal.	

Fine Steel Wire—25 per cent. Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, \$2.25, base. In car lots straight or mixed.	
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Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.	
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Smooth Steel Wire—base, \$2.35.	
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Wire Fencing, car lots—Toronto, Galvanized, barb	2 25
Galvanized, plain twist ..	2 60

Fence Staples—Bright, \$2.60; galvanized, \$2.85.	
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Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ¾, \$5; 1 inch, \$16.80.	
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Black, 1st grade, 6 strands, 19 wires, ¾, \$5; inch, \$15.10. Per 100 feet f.o.b. Toronto.	
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Wrought Staples—	
Galvanized	2 85
Plain	2 60

Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise	4 50 5 00
Blacksmiths', 60; parallel, 45 per cent.	

GENERAL HARDWARE.

Adzes — Carpenters', per doz.	12 50 14 00
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Axes — Single bit, per doz.	6 00 9 00
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Double bit, per doz.	10 00 12 00
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Bench axes	6 75 10 00
Broad axes	22 75 25 00

Hunters' axes ..	5 00 6 00
'Boys' axes	5 75 6 50

Lathing hatchets 4 70 10 00	
Shingle hatchets. 1 45 6 75	
Claw hatchets ..	1 70 5 00
Barrel hatchets ..	5 50 6 85

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.	
"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regal" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.	

Ordinary drop shot, AAA to dust \$7.50 per 100 lbs.; net extras as follows: chilled 40c; buck and seal 80c; No. 28 ball \$1.20 per 100 lbs; bags less than 25 lbs. ¼c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.	
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Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.	
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Barn Door Hangers—	
Double strap hangers, doz. sets	6 50
Standard jointed hangers, doz. sets	6 45
Steel, track, 1 x 3-16 in. (100 ft.)	3 25

Bolts and Nuts—	
Carriage Bolts, common new \$1 list.	
Carriage Bolts, ¾ and smaller, 70 p.c.	
Carriage Bolts, 7-16 and up, 70 p.c.	
Carriage Bolts, Norway Iron (\$3 list), 60 p.c.	
Machine Bolts, ¾ and less, 60, 10 & 10 p.c.	
Machine Bolts, 7-16 and up, 60 p.c.	
Plough Bolts, 55, 5 & 10 p.c. Blank Bolts, 60 p.c. Bolt Ends, 6 Op.c. Sleigh Shoe Bolts, ¾ and less, 60 and 10 p.c. Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c. Coach Screws, new list, 7 p.c. Nuts, square, all sizes, 4½c per lb. off. Nuts, hexagon, all sizes, 4½c per lb. off. Stove rods, per lb., 5 ½c to 6c. Stove Bolts, 80.	

The Goodwill of The Women

is your most valuable asset. Why not cultivate it?

Tell your customers about



The wonderful, transparent lacquer, that gives new life and renewed good looks to old woodwork and furniture.

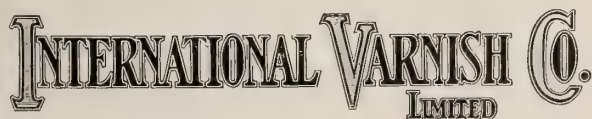
"Lacqueret" is easy to apply, very durable, dries rapidly and is thoroughly sanitary.

A trial order of "Lacqueret" is a sure guarantee of a profitable repeat business.

Our forceful consumer advertising creates a vigorous demand for "Lacqueret."

Write for particulars.

All International Products are sold in cans containing full Imperial Measure.



TORONTO WINNIPEG

Canadian Factory of Standard Varnish Works

New York Chicago London Berlin
Brussels Melbourne

Largest in the world and first to establish definite standards of quality

L72

T HREE TIMES AS MUCH PROFIT

Our M-L FLAT WALL COLORS are the newest addition to the M-L Line. Carry them and you can sell paint for the plaster work in a house as well as the woodwork. Instead of selling only floor and wainscoting paint, include FLAT WALL COLORS. You immediately have all the ordinary market needs of a house, and more, at your command.

Dainty art shades drying flat and clean, without brush marks. May be cleaned with soap and water—will not spot—lie evenly. Write to-day for cards and our book, "The Wall beautiful and Hygienic."

Imperial Varnish and Color Co.

6-24 Morse Street, Toronto Limited

Winnipeg
108 Princess Street

Vancouver
365 Water Street

"Lingerwett" Extra

Varnish Remover

Fast cutting, slow drying with wonderful solvent power for rapidly removing VARNISH, PAINT, ENAMEL, ETC.

"LINGERWETT" is the "LIVE WIRE" for quick and easy stripping of Varnished or Painted Surfaces.

It is the "Minute Man" in Remover.

The strongest and most satisfying product ever offered.

*Write for Case Lot Proposition
Assorted Sizes*

Gallons—Halves—Quarts—Pints

SANDERSON PEARCY & CO.

61-63-65 Adelaide St. West Limited
TORONTO

Bells—Door bells, push and turn, 45 and 10 p.c. Cow bells, 65 p.c. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells. No. 1. \$1.65.	Hammers—Tack, iron, doz. 0 35 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers hammers, 10 oz., doz. 5 60 Tinners setting, ½ lb., doz. 4 50 Machinists, ½ lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 08 Sledge, Masons, 5 lbs. and over 0 08 Sledge, Napping, up to 2 lbs. 0 09 Harvest Tools, 50 and 5 p.c.— Samson, best quality, 50 per cent. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 45 and 10 per cent. Lawn rakes, net.	Cotton clothes line, 18 off. Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 26 Wrapping, cotton 4-ply twine 0 30 Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35 Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10. Iron Burrs, 60 and 10 and 10 per cent. Copper Rivets, usual proportion burrs, 35 and 12½ per cent. Copper Burrs only, 22½ p.c. Rivet Sets—Canadian, 35 to 37½ per cent. Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90 Mrs. Potts, No. 50, nickel-plated, per set 1 00 Mrs. Potts, handles, japanned, per gross 8 40 Common, plain 4 25 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper, 35 p.c. Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 65 Sash Cord—No. 8, per lb. 0 31½ Screws—Wood, F.H., bright and steel 85 15 and 10 Wood, R.H., bright 80 15 and 10 Wood, F.H., brass 75 15 and 10 Wood, R.H., brass 70 15 and 10 Wood, F.H., bronze 70 15 and 10 Wood, R.H., bronze 65 15 and 10 Drive screws 85 15 and 10 Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine)— Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades— Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50, 45 and 2½ per cent. Soldering Irons— Base, per lb., 28 cents. Sap Spouts— Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples— Poultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. Bright spear point, 75 per cent. Stovepipes— 5 & 6 in., per 100 lengths. 7 62 7 inch, per 100 lengths. 8 18 Nestable, 40 per cent. 5 and 6-inch elbows, per doz. 1 22 7-inch elbows, per doz. 1 35 Thimbles, 70 p.c. Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimps, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10. Thermometers—Tin case and dairy, 75 to 75 and 10 p.c. Tinners' Snips—35 per cent. Tinners' Trimmings—45 per cent. Plain and retinned, 75 and 12½. Traps (steel game)—Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. Victor, 60 and 5 per cent. Oneida Jump (Star), 50, 10, and 5 per cent. Wheelbarrows— Navy, steel wheel, dozen 21 20 Garden, steel wheel, doz. 32 40 Wrought Iron Washers—Canadian, 50 per cent. Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft.; in 50-ft. rolls, \$1.70 per 100 sq. ft. Wire Door Mats—16 x 24, doz., \$9.00. HOUSEFURNISHINGS. Stoves and Ranges— Gas ranges, 50 per cent. Stoves and ranges, 50 and 5 per cent. Furnaces, 45 per cent. Registers, 70 and 10 per cent. Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00. Kitchen Sinks—Cast iron, 16x24, \$1; 18x30, \$1.15; 18x36, \$1.95. Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36, \$. 5 Enameled Ware—White ware, 75 per cent. London and Princess, 50 per cent. Canada, Diamond, Premier, 50 and 10 p.c. Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent. Premier steel ware, 60 and 10 p.c. Star decorated steel and white, 25 per cent. Hollow ware, tinned cast, 50 per cent. off. Enamelled street signs, 40 per cent. Copper Ware—Copper boilers, kettles, 50 p.c. Copper tea and coffee pots, 45 per cent. Copper potts, 40 per cent. Galvanized Ware—Dufferin pattern pails, 50 per cent. Flaring pattern, 50 per cent. Galvanized washtubs, 45 p.c. Pieced Ware, 35 per cent.— Copper bottom tea kettles and boilers, 35 p.c. Coal hods, 40 per cent. Boiler and tea kettle potts, per cent. Stamped Ware—Plain, 75 and 12½ per cent. Retinned, 75 and 12½ p.c. Silverware—Hollowware, 40, flatware, 40 and 10. Churns—No. 0, \$9; No. 1, \$9; No. 2, \$10; No. 3, \$11; No. 4, \$13; No. 5, \$16; f.o.b. Toronto, Hamilton, London and St. Marys, 40 per cent.; f.o.b. Ottawa, Kingston and Montreal, 37½ and 10 per cent. Washing Machines— New Ontario 41 25 Round, re-acting, per doz. 73 75 Square, re-act. per doz. 77 50 Dowsell 52 50 New Century, Style A. 101 25 Ideal Power 180 00 Daisy 73 25 Stephenson 74 00 Puritan Motor 165 00 Connor, improved 52 50 Ottawa 55 00 Connor Ball Bearing 112 50 Connor Gearless Motor Washer 180 00 Wringers— Royal Canadian, 11 in., doz. 47 75 Eze, 10 in., per doz. 46 75 Bicycle, 11 inch 60 50 Trojan, 12 inch 100 00 Challenge, 3 year, 11 inch 53 25 Ottawa, 3 year, 11 inch 58 25 Favorite, 5 year, 11 inch 61 75 20 per cent.
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Bells—Door bells, push and turn, 45 and 10 p.c.
Cow bells, 65 p.c.
Sleigh bells, shaft and hames, pair, 22c. up.
Sleigh bells, body straps, each, \$1.15 up.
Farm bells. No. 1. \$1.65.

Building Paper, Etc.—
Tarred slater's paper, per roll 0 70
O.K. paper, No. 1, per roll 0 75
Plain Fibre, No. 1, per 400 ft. roll 0 45
Tarred Fibre, No. 1, per 400 ft. roll 0 55
Tarred Fibre Cyclone, 25 lb., per roll 0 55
Dry Cyclone, 15 lbs. 0 45
Plain Surprise, per roll 0 40
Resin sized Fibre, per roll 0 40
Asbestos building paper, per 100 lbs. 4 00
Heavy straw, plain & tarred, per ton 37 00
Carpet Felt, per 100 lbs. 2 50
Tarred wool roofing felt, per 100 lb. 1 80
Pitch, Boston or Sydney, per 100 lbs. 0 70
Pitch, Scotch, per 100 lbs. 0 65
Heavy Fibre, 32 & 60, per 100 lbs. 3 00
2 ply Ready Roofing, per square 0 70
3 ply Ready Roofing, per square 0 95
2 ply complete, per roll 1 15
3 ply complete, per roll 1 35
Liquid Roofing Cement, brls. per gal. 0 15
Liquid Roofing Cement, tins 0 20
Crude Coal Tar, per barrel 3 50
Refined Coal Tar, tins, per doz. 1 25
Refined Coal Tar, per barrel 4 50
Shingle varnish, per barrel 4 50
Caps, per lb. 0 06
Nails, per lb. 0 05
Mop, cotton, per lb. 0 15

Butts—Plated, bower barff & nickel, 45 p.c.
Wrought brass, 45 p.c. off revised list.
Cast iron loose pin, 60 p.c.
Wrought steel fast joint and loose pin, 70 p.c.

Cement—Portland, bags per bbl. 1 55 1 65
Cold Chisels, 5 x 6 in., doz. 2 20
Bevel edge, 1 inch, doz. 2 50

Conductor Pipe—
2 inch, in 10 ft. lengths. 3 30
3 " " 4 00
4 " " 5 28
5 " " 7 26
6 " " 8 80

Door Knobs—Canadian, 45 per cent.
Porcelain, mineral and jet knobs, net list.

Door Sets—Canadian, 50 per cent.
Door pulls, 60 per cent.

Door Hangers (Parlor)—
Single sets, each 1 80
Double sets, each 3 25
Unbreakable rail, 100 feet 5 00

Draw Knives—
Carpenters' 6 inch, doz. 5 25
Holding handles, 8 in., doz. 1 80
Folding handles, 8 inch, doz. 1 80

Escutcheon Pins—Steel, discount 50 per cent. Brass, 55 per cent.

Eavetrough—
8 in. in 100 ft. lengths. 2 90
10 " " 3 15
12 " " 3 68
15 " " 5 25

Factory Milk Cans—
Milk cans and pails, 40 p.c.
Hand delivery and creamery cans, 40 p.c.
Railroad and cream cans and taps, 45 p.c.
Creamery trimmings, 75 and 12½ p.c.

Files and Rasps—
Disston's, Great Western American, Kearney & Foot, Globe, all 70 and 10; Black Diamond, 60 and 10; Nicholson, 66 23; Jowett's (English list), 27½

Hammers—Tack, iron, doz. 0 35
Ladies claw, handled, doz. 0 60
Adze eye nail hammer, 10 oz., doz. 1 25
Adze eye, hickory handle, 1 lb., doz. 6 25
Adze eye, straight claw, 1 lb., doz. 7 00
Farriers hammers, 10 oz., doz. 5 60
Tinners setting, ½ lb., doz. 4 50
Machinists, ½ lb., doz. 3 20
Sledge, Canadian, 5 lbs. and over 0 08
Sledge, Masons, 5 lbs. and over 0 08
Sledge, Napping, up to 2 lbs. 0 09

Harvest Tools, 50 and 5 p.c.—
Samson, best quality, 50 per cent.
Sidewalk and stable scrapers, net, \$2.25.
Wood hay rakes, 45 and 10 per cent.
Lawn rakes, net.

Hinges—Blind, 50 per cent.
Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25.
Light T and strap, 65 p.c.
Screw hook and hinge, \$3.50, \$4.50.
Crate hinges and back flaps, 65 and 5 p.c.
Chest hinges and hinge hasps, 65 p.c.

Hinges (Spring)—Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10.

Hooks—Bright wire screw eyes, 60 p.c.
Bright steel gate hooks and staples, 40 p.c.
Iron screw hooks, 60 and 20 p.c.
Iron gate hooks and eyes, 60 and 20 p.c.
Crescent hat and coat wire, 60 per cent.
Stove pipe eyes, kitchen and square hooks, 60 p.c.

Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c.
Extension ladders, 15c. per foot up.

Lanterns—No. 2 or 4 Plain Cold Blast, per doz. \$6.75.
Lift Tabular and Hingle Plain, per doz., \$5.00.
Japanning, 50c. per dozen extra.
Prism globes, per dozen, \$1.20.
Lamp wick, 50 per cent.

Lawn Hose—Competition grade, 70 and 5.
Locks and Keys—Canadian 50 and 19 per cent.

Mallets—Tinsmith's, 2½ x 5½ in., per doz. 1 25
Carpenters', round hickory, 6 in. 1 95
Lignum Vitae, round, 5 inch 2 40
Caulking, No. 8, oak 15 00
Mattocks—6 lb., 18 inch, \$6 doz.
Picks, 6 to 7 lb., 4.65 doz.
Pick handles, \$1.85 dozen.
Prospectors' hammers, 16½ cents per lb.
Drilling hammers, 6 cents per lb.

Crowbars, 3½ cents per lb.
Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00.
Davidson oilers, 40 p.c.
Zinc and tin, 50 p.c.
Coppered oilers, 50 p.c.
Brass oilers, 50 p.c.
Malleable, 75 p.c.

Planes—Wood bench, Canadian, 40, American, 25 p.c.
Wood, fancy, 30 to 35 per cent.

Rope and Twine—
Sisal rope 0 09
Pure Manila rope 0 11½
"British" Manila 0 09½
Cotton, 3-16 inch and larger 0 24
Russia Deep sea 0 16
Jute 0 09½
Lath Yarn, single 0 08
Lath Yarn, double 0 08½

Sisal bed cord, 48 feet, per doz. 0 65
Sisal bed cord, 60 feet, per doz. 0 80
Sisal bed cord, 72 feet, per doz. 0 95

Cotton clothes line, 18 off.
Bag, Russian twine, per lb. 0 27
Wrapping, cotton, 3-ply twine 0 26
Wrapping, cotton 4-ply twine 0 30
Mattress twine, per lb. 0 45
Staging twine, per lb. 0 35

Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10.
Iron Burrs, 60 and 10 and 10 per cent.
Copper Rivets, usual proportion burrs, 35 and 12½ per cent.
Copper Burrs only, 22½ p.c.

Rivet Sets—Canadian, 35 to 37½ per cent.

Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90
Mrs. Potts, No. 50, nickel-plated, per set 1 00
Mrs. Potts, handles, japanned, per gross 8 40
Common, plain 4 25
Common, plated 5 50
Asbestos, per set 1 50

Sand and Emery Paper, 35 p.c.
Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25
Sectional, ½ lb. each, per 100 lbs. 2 40
Solid, 3 to 30 lbs. 1 65

Sash Cord—No. 8, per lb. 0 31½
Screws—Wood, F.H., bright and steel 85 15 and 10
Wood, R.H., bright 80 15 and 10
Wood, F.H., brass 75 15 and 10
Wood, R.H., brass 70 15 and 10
Wood, F.H., bronze 70 15 and 10
Wood, R.H., bronze 65 15 and 10
Drive screws 85 15 and 10
Set, case hardened 60
Square cap 50 and 05
Hexagon cap 45
Bench, wood, per doz., \$5.00.
Bench, iron, per doz., \$4.25.

Screws (Machine)—
Flat head, iron and brass, 35 per cent.
Fillister head, iron, 30; brass, 25 per cent.
Shovels and Spades—
Canadian, No. 1 and 2 grade, 60 and 2½ p.c.
No. 3 and 4 grade, 50, 45 and 2½ per cent.
Soldering Irons—
Base, per lb., 28 cents.
Sap Spouts—
Bronzed Iron with hooks, per 1,000 7 50
Eureka tinned steel, hooks, per 1,000 8 00
Staples—
Poultry netting, 100 lbs. 5 70
Bed, 100 lbs., No. 14 6 75
Blind, per lb. 0 12
Coopers' staples, 45 per cent.
Bright spear point, 75 per cent.

Stovepipes—
5 & 6 in., per 100 lengths. 7 62
7 inch, per 100 lengths. 8 18
Nestable, 40 per cent.
5 and 6-inch elbows, per doz. 1 22
7-inch elbows, per doz. 1 35
Thimbles, 70 p.c.

Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimps, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45

and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.

Thermometers—Tin case and dairy, 75 to 75 and 10 p.c.
Tinners' Snips—35 per cent.
Tinners' Trimmings—45 per cent.
Plain and retinned, 75 and 12½.

Traps (steel game)—Newhouse, 30 per cent.
Hawley & Norton, 40, 10 and 5 per cent.
Victor, 60 and 5 per cent.
Oneida Jump (Star), 50, 10, and 5 per cent.

Wheelbarrows—
Navy, steel wheel, dozen 21 20
Garden, steel wheel, doz. 32 40

Wrought Iron Washers—Canadian, 50 per cent.

Wire Cloth—Painted Screen, in 100-ft. rolls, \$1.65 per 100 sq. ft.; in 50-ft. rolls, \$1.70 per 100 sq. ft.

Wire Door Mats—16 x 24, doz., \$9.00.

HOUSEFURNISHINGS.

Stoves and Ranges—

Gas ranges, 50 per cent.

Stoves and ranges, 50 and 5 per cent.

Furnaces, 45 per cent.

Registers, 70 and 10 per cent.

Range Boilers—30-gallon, Standard, \$4.75; extra heavy, \$7.00.

Kitchen Sinks—Cast iron, 16x24, \$1; 18x30, \$1.15; 18x36, \$1.95.

Flat rim enameled sinks 16x24 \$2.65; 18x30, \$3.10; 18x36, \$. 5

Enameled Ware—White ware, 75 per cent.

London and Princess, 50 per cent.

Canada, Diamond, Premier, 50 and 10 p.c.

Pearl, Imperial, Crescent and granite steel, 60 and 10 per cent.

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Cowan & Britton, Gananoque.

Taylor Forbes Co., Guelph.

HOCKEY STICKS.

J. H. Still Mfg. Co., St. Thomas.

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ICE CREAM FREEZERS.

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North Bros., Philadelphia, Pa.

Sheet Metal Products Co., Toronto.

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Penberthy Injector Co., Windsor.

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Ontario Lantern & Lamp Co., Hamilton.

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Parmenter & Bullock, Gananoque.

Steel Co. of Canada, Hamilton.

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Goldie & McCulloch, Galt.

Monarch Typewriter Co., Toronto.

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There never was a line of Paints put on the Canadian market that has become so widely known in so short a time and which is handled by so many of Canada's most discriminating dealers as the MINERVA Line.

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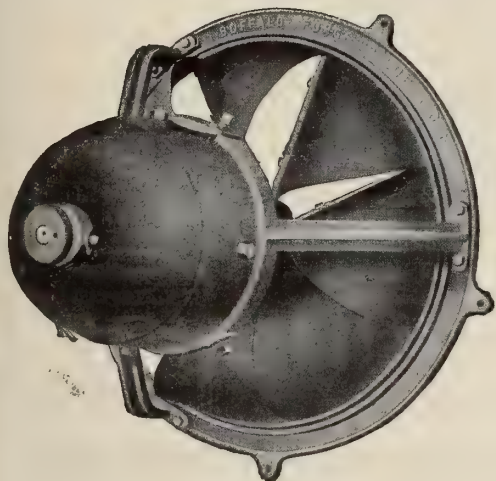


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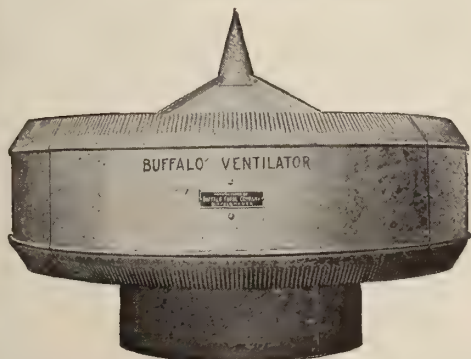
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"Buffalo" Ventilators.

"Buffalo"

Disk Fans and Ventilators

MADE IN CANADA : : SEND US YOUR RUSH ORDER

A Buffalo Disk Wheel is ten times more efficient in cooling and ventilating a room or shop than the ordinary electric desk or ceiling fan. The latter only stirs up and "churns" the air, while the Disk Wheel **removes** foul, overheated air, which is instantly replaced by cooler, fresher air from the outside. Thus a small 18 inch Disk Wheel will **remove 2200 cubic feet of air per minute** using only 1-10 H.P. All sizes, electric and pulley driven, in stock.

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S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

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MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited
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We manufacture all kinds of Oil
Cans, including Heavy Steel
Copperized Oilers, Can Screws
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SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

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FOR SALE—On easy terms to satisfactory party, old-established hardware business, in good, live Saskatchewan town, on main line C.P.R. This business was purchased by a general merchant who always handled hardware, but will discontinue. Amount of both stocks, including fixtures, etc., and full set of tinsmith's tools, \$9,000. Turnover last year, \$30,000. Apply to JAMES FRANKS, Wapella, Sask.

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Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Fellow Plates.

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A three months trial will convince you that this is the most thorough and practical course in Sheet Metal Pattern Drafting to be had. I will send you the first three months work, consisting of the first 15 plates, 15½ in. x 18½ in., with instruction sheets for \$5.00. If you are in doubt as to whether this course is what you want, you may give it a three months trial without binding yourself in any way to complete the full 25 months course unless you wish to do so. **The Foundation of Pattern Drafting** is taught in the first three months work. Cut out this advertisement and enclose with a post office order for \$5.00 payable to G. L. Gray and the above mentioned three months drawings and instruction sheets will be sent you at once prepaid. This offer stands good for 30 days only from date of this issue.

GRAY'S SCHOOL 3537 THIRD AVENUE
 NEW YORK CITY



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

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The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

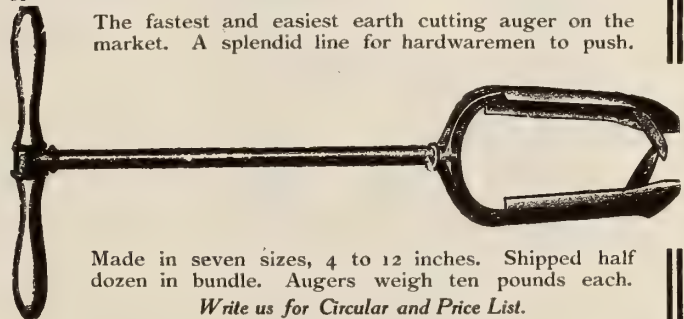
Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. Regina, Sask.

IWAN'S PATENT POST HOLE AUGER

The fastest and easiest earth cutting auger on the market. A splendid line for hardwaremen to push.



Made in seven sizes, 4 to 12 inches. Shipped half dozen in bundle. Augers weigh ten pounds each.

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Best Treadle Grindstone Made

Made of genuine Berea or Lake Huron stone—the only stones that have the combined sharpening qualities of grit and toughness. The frame of this sterling grindstone is extra strong and very stoutly braced. All rods and bolts are threaded. Has large comfortable seat and clothes protection, and runs on improved ball bearings. We make Cleveland Grindstones in all sizes—for all purposes—power, hand and treadle. *And there's good profit in them for you.*

Write for catalogue and prices

The Cleveland Stone Co.

Cleveland, Ohio



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The daylight hours should be sufficient in which to do your bookkeeping. And still, many nights each month you are chained to your chair and your desk, posting, totaling accounts, making out statements, doing any one of a dozen things with your books.

You want information about your business, yet you are going the long way around to get it. The short way is the one adopted by more than 70,000 merchants in all parts of Canada and the United States. These have found that by the use of The McCaskey Gravity Accounts Register System their posting and totaling are done at the time the sale is made. They have no statement to make or mail at the end of the month because each sale-slip is an itemized account of the goods purchased and each shows the total indebtedness to date.

The McCaskey System has been approved by expert auditors and accountants as the natural, logical and most scientific method of handling accounts, yet is so simple that with it anyone can keep

Only
one Writing

**The McCASKEY
SYSTEM**

First and
still the best

accurate records of goods bought and sold, merchandise on hand, cash on hand and in bank, accounts payable and any other that may be desired.

The McCaskey System cuts out useless bookkeeping, prevents forgetting to charge, prevents errors and disputes with customers over their accounts, acts as an automatic collector, is an automatic credit limit preventing over-buying and over-selling, and protects the user against loss of insurance in case of fire.

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MEASURING TAPES WITH *Instantaneous* READINGS



An improvement originated and brought out a few years ago by

LUFKIN

PATENTED IN CANADA AND ENGLAND

U. S. Patent pending.

The **LUFKIN** Line has always given satisfaction. It maintains its reputation.

THE LUFKIN RULE CO. OF CANADA, LTD.

WINDSOR, ONT.

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions

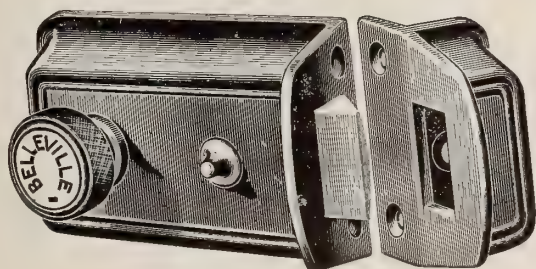


Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.



Do you handle Belleville No. 99
Cylinder Night Latch? If you
will ask your jobber for it and
compare with any Night Latch
on the market at the same price,
you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

*The Kind
That Brings
Repeat
Orders*

We manufacture a complete line of
guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation
stands behind our guarantee. Send
us a trial order and test the selling
qualities of our goods.

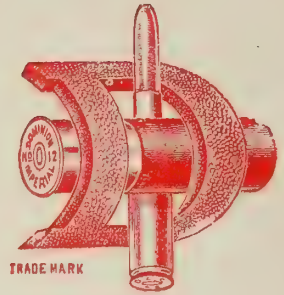
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COWAN & BRITTON
GANANOQUE, ONTARIO

DOMINION

Rifle and Revolver

CARTRIDGES



Cartridges for Every Variety of Game

Hits

Hard

and

Kills



A RUFFLED SHE BEAR

will look better over the sights of your gun if it is loaded with Dominion Improved and Proved Ammunition. The New Dominion system of loading insures you against emergencies.

Write for "The Pilgrim," a great bear story, sent free.

Dominion Cartridge Co.

LIMITED

MONTREAL

CANADA

Dominion
IMPROVED & PROVED
Ammunition

Game Getting, Bull's-eye Kind

You will make no mistake in buying Canada made ammunition, as it is absolutely guaranteed to you as equal in every respect to any manufactured.

High velocity, flat trajectory and close shooting qualities combined with its absolute dependability and the economical less-duty price makes a combination you can't beat.

Dominion Cartridge Co., Limited

MONTREAL

CANADA

CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOL. 4.

Published Monthly by The Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 8.

Tobin

HIGH SPEED BITS

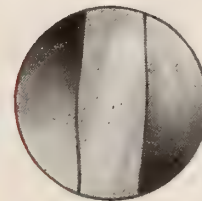


Fig. 1
Cross Section
View of
Ordinary Bit

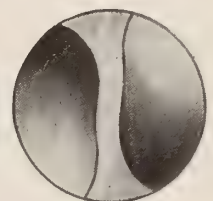


Fig. 2
Cross Section
View of
Tobin Bit

Relative penetration of different types of Bit. Taken from actual photograph after sixty turns of each.

Do the Work in Half the Time And With Half the Labor :

Every hardwareman knows our reputation as **gunmakers**. We now offer you a proposition in "**Bits**" that is just as worthy of your consideration as our guns. For this new Bit—the Tobin High Speed—is "**different**."

It's self-feeding—needs no force to get it through the wood, as does the common type of bit, with its single screw point.



Double Thread
Double Point,
Equals Double
Speed

Clearance for
Chip

The Tobin High Speed Bit has a **double** screw point, also a double thread—and a clearance so great as to amply provide for its fast cutting ability.

Learn More About this Bit

To know the Tobin High Speed Bit, is to speedily realize that it's worth featuring.

No hardwareman can fail to recognize its superiority.

We are offering it, as we do our guns, on the "money-back-if-not-satisfied" plan.

The public is invited to **try** it on this understanding. **You** are invited to stock and sell it with our absolute backing.

Not only More Work—But also Better Work

With the "Tobin" there's never any jamming or clogging. It doesn't gouge—it cuts.

The toughest wood never stumps it.

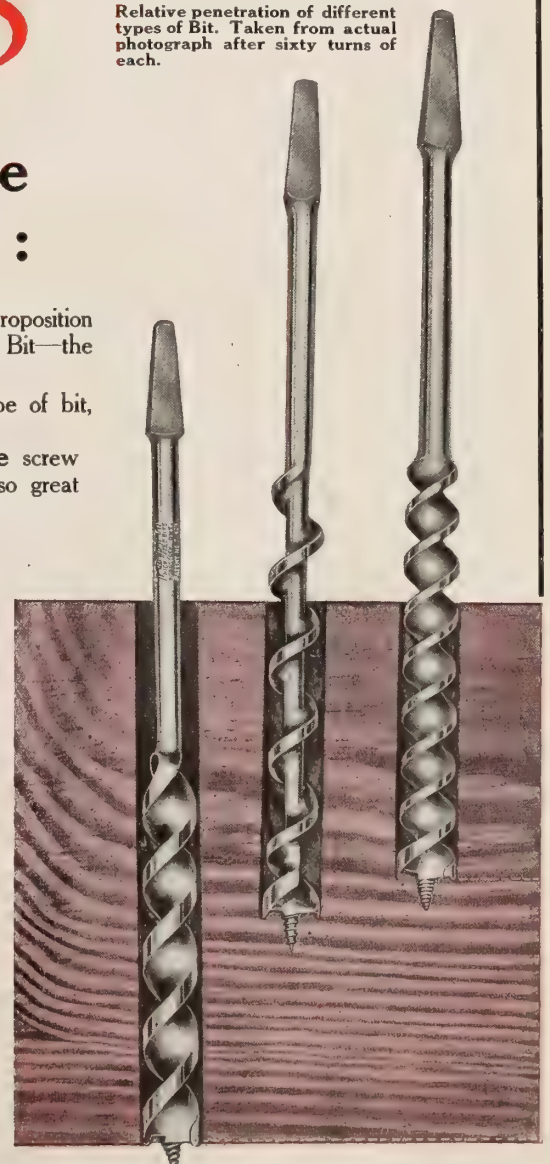
Goes through the hardest grain as if the way was greased.

Cuts clean as a whistle and true as a die.

Works faster in end grain than cross-grain.

A new and improved idea in auger-making.

The exclusive features that cause it to do **more** work, also cause it to do **better** work.



The Tobin Arms Mfg. Company, Limited
Woodstock Ontario

“Queen’s Head” GALVANIZED IRON



*The
Standard
of the
World*

John Lysaght, Limited

Makers

Bristol, Newport and Montreal

A. C. Leslie & Co., Limited

Montreal

Managers Canadian Branch

Profitable Stocks

That Will Bring and Keep Customers

THERE is always satisfaction in selling "*the best.*" The lines we carry are manufactured by the best makers in the world and have been selected after careful and thorough investigation. We name a few below that are representative and all are remunerative for retailing. Don't fail to send your enquiries for particulars if our travellers do not cover your district.

TOOLS FOR ALL TRADES

Machinists

We stock fine tools made by such well known makers as—**Brown & Sharpe** and **L. S. Starrett.**

Carpenters

Made by **The Stanley Rule & Level Co., Henry Disston** and **North Bros.** (Yankee Tools.)

THE BEST OF BUILDERS' HARDWARE

We stock full lines of the famous **Corbin Hardware** and strongly recommend it.

CERTAIN-TEED "EXCELLO" RUBBER ROOFING

"The roof that outlasts all other roofs"

Certain-teed Roofing is easy to lay—costs less and is guaranteed for fifteen years.
Write for samples and prices.

INSPECT OUR SPORTING GOODS

Our stocks were never so full and varied and we ask your attention to the latest in **Guns, Rifles, Ammunition and Hunting Accessories.**

FOR THE SKATING SEASON

We carry the famous **Boker Skates** which are real profit earners and ask you to write for full particulars and prices.

ENGLISH CUTLERY

Long and favorably known for Cutlery we have at present a showing that excels anything we have ever offered. When we tell you we carry full lines by such well known makers as:—**Joseph Rodgers & Sons** and **Harrison Brothers & Howson** you will understand that the wants of the better class customers may be well catered for.

*Get Particulars and Prices of the CUMMER-DOWSWELL
WASHING MACHINES AND WRINGERS*

RICE LEWIS & SON

LIMITED

Established 1847

TORONTO

ONTARIO



The "GILLETTE" Shave
Quick - clean - cool - comfortable

The Gillette Sells Best—

Many a dealer, in his desire to be strictly up-to-date and to please his customers, has stocked nearly every safety razor that has come out.

The steady demand, built by quality and persistent advertising, soon clears out his GILLETTES. But the others stick, and become less saleable week by week.

Facing a considerable loss in these slow-moving goods, some dealers decide to hold back the GILLETTE till they have succeeded in getting rid of the other stuff with which they are loaded.

As surely as night follows day, this course leads to two results.

Their razor trade falls off, because customers go elsewhere to buy the GILLETTE and those who do purchase other razors come back to kick, or worse still, stay away and knock.

To sacrifice these misfits at once hurts, but it pays in the end to do it, and to feature the GILLETTE.

For you simply cannot afford to recommend to your customers as the best, any razor except the one that is the best and six million users concur in the opinion that this is the GILLETTE Safety Razor.

The Gillette Safety Razor Co., of Canada, Limited



Safety Razor —Stays Sold

We do not authorize, nor do our dealers find it necessary to make, a 30 days free trial offer of the GILLETTE Safety Razor. People want the GILLETTE badly enough to buy it from you outright—and to pay the full price for it.

Nor do we feature an offer to exchange GILLETTES or to refund the purchase price. Every razor that leaves our factory has been so skilfully made and so carefully inspected that you are seldom, if ever, called upon to apologize for and exchange a defective GILLETTE. Every GILLETTE Razor you sell gives such complete satisfaction that the purchaser does not want his money back. After he has enjoyed a few GILLETTE shaves, so quick, so cool, so comfortable, he wouldn't be without the razor for much more than the purchase price.

The GILLETTE has long since passed the experimental stage, both in manufacture and in selling. It has become a staple as well as a specialty. Trial offers and "Money-back" conditions are not necessary to stimulate demand, or to provide against half-expected dissatisfaction. When you sell a GILLETTE you sell it, at the full price and with a substantial profit and it stays sold.

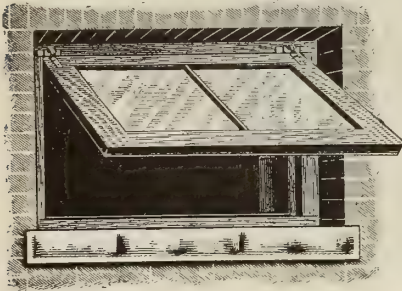
Which, think you, will create the most good-will among your customers and give you the greatest satisfaction razors which experience has proved must needs be placed on trial, or sold subject to a frequently-used return privilege or the GILLETTE Safety Razor, which not only stays sold but helps to sell others?



The "GILLETTE DEPOT" Sign
If you haven't one, write us

Office and Factory: **The New Gillette Bldg., Montreal**

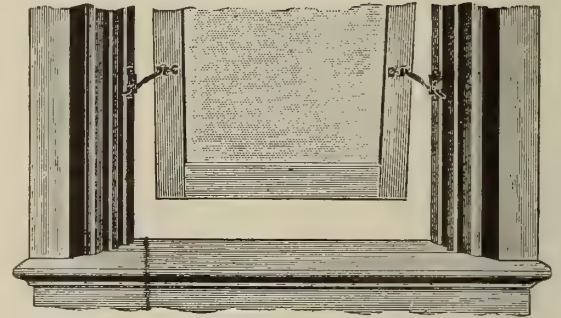




Hanger No. 3 on Basement Window



Hanger No. 3 on Large Storm Window



Fastener No. 2 Attached on Side of Window

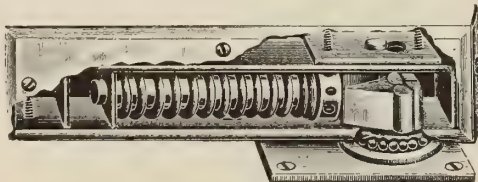
Sensible Storm Sash Hangers

Carpenters and builders will be easy to interest in the "Sensible" hangers and fasteners for storm sash basement windows or screen windows. They combine Strength, Durability and Utility, being made of the best malleable iron, except the levers, which are of steel. Finished in Black Japan or Galvanized. Very popular with carpenters on account of its easy adjustments and time saving qualities. They give ideal ventilation and allow no rattling when open, besides being air tight when closed. Packed one dozen sets in a box.

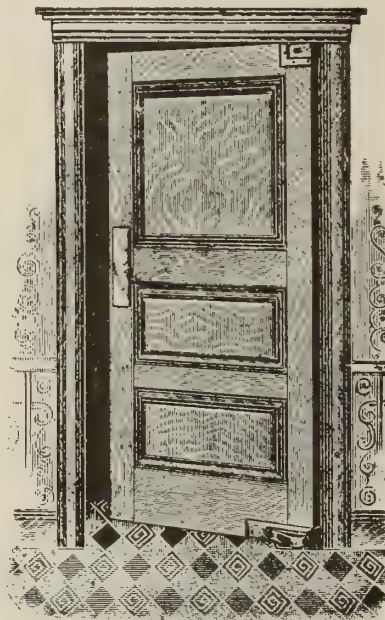
The T. F. "Chief" Door Check and

This is the only Canadian made floor hinge and for simplicity and high quality it is unexcelled, it being unnecessary to cut up any part of the floor to adjust the "Chief" to the door. All the carpenter has to do is to cut out a small piece at the bottom corner of the door and make a slight mortice for the strap end of the hinge. The entire weight of the door rests on the ball bearings and allows the door to swing freely and easily without jarring.

These goods ensure a good profit, and every



T. F. "Chief" Floor Hinge

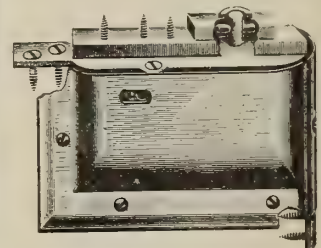


Check and Hinge in Operation

Double Acting Floor Hinge

hinge has our guarantee to be the most perfect on the market to-day.

Send for circulars giving a full description of these lines and if your jobber cannot supply them to you write us direct. They are quick sellers and you ought to have them in stock.



T. F. "Chief" Door Check

The building season is at its height and there is no better season than now to push these goods

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 531-2 Dock St., St. John, N.B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.



Samson Ready Roofing

(Trade Mark Registered)

A permanent and attractive roofing that is extremely durable, storm and fire-resisting, not affected by heat or cold, is easily laid and best for all buildings where economy and durability are desired. It is ready for immediate use to meet the various demands of a thoroughly satisfactory roofing at a moderate price, and is guaranteed to give satisfaction.

This is a line we can thoroughly recommend to every dealer, carrying as it does the warranty of the "Samson" trade mark.



Send Us Your Orders

H. S. Howland, Sons & Co., Limited
Wholesale Hardware
TORONTO

WE SHIP PROMPTLY

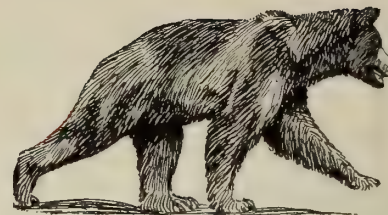
OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

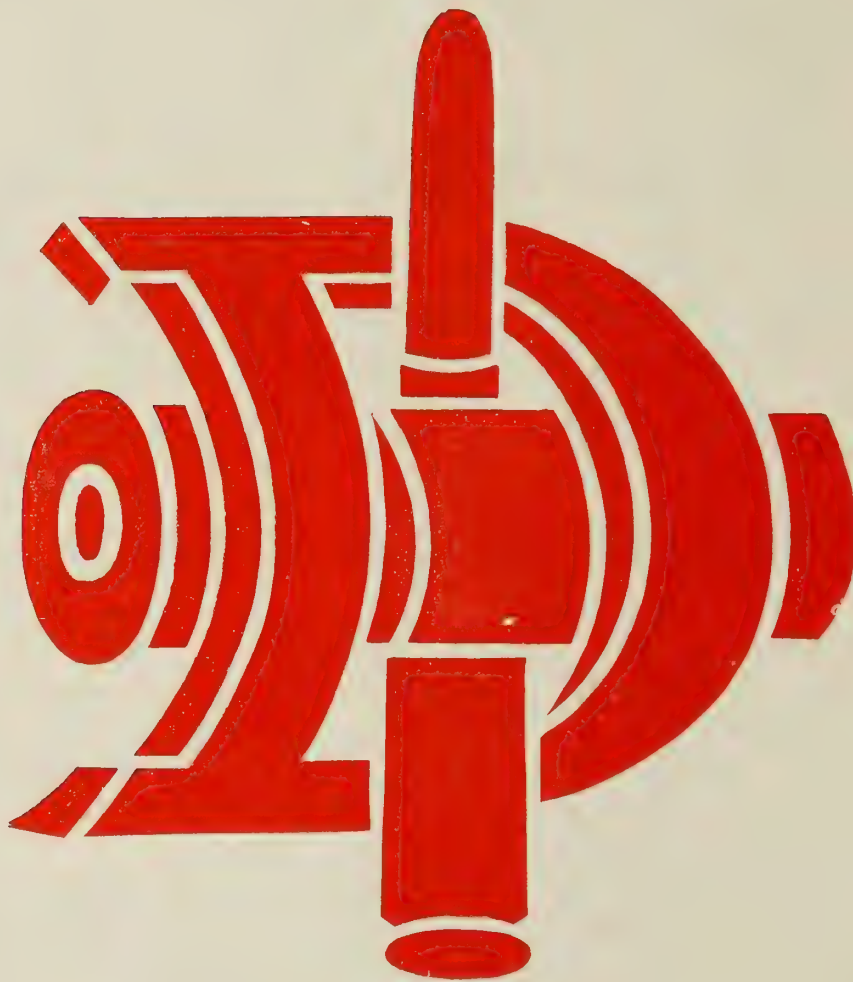


THE TRADE MARK

that means Accuracy,
Uniformity and
Absolute Reliability



LESS
PRICE



MORE
FORCE

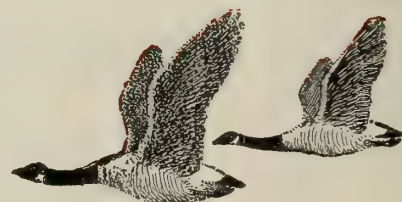


Dominion Cartridge Co.

Limited

Montreal

Canada



The Phenomenal Growth of Our Jobbing Business

(the first one to be established in Saskatchewan) is due to many things,—the natural growth of the district, our geographical position and the desire of Saskatchewan dealers to “buy near home,” the most prompt and careful attention to orders,—these are some of the reasons, BUT to no other cause do we attribute so much of our success as to this:—

“We determined at the outset to always give our customers a square deal and to absolutely stand behind every article we sell.”

The fact that for the first six months of 1912 our sales are practically the same as for the entire year 1911 would seem to indicate that our customers appreciate that policy and are pleased with our service.

When
You See
this label



Then
You Know
the quality
is right.

In order that the guarantee on our goods may be more explicit we are, so far as it is possible marketing our lines under own trade mark. The label shown above means this:—

First—“The quality must be Right before the mark goes on”

Second—Years of Western experience prove to us that the article bearing this mark is in its kind “The Best for the West”

Third—You can absolutely “RELY ON” the Guarantee given. This is our policy. We thank our old customers for their confidence and solicit new ones.

Peart Bros. Hardware Co., Limited

Regina Sask.

HENRY BOKER'S

HARDWARE, TOOLS, ETC.

Give Complete Satisfaction



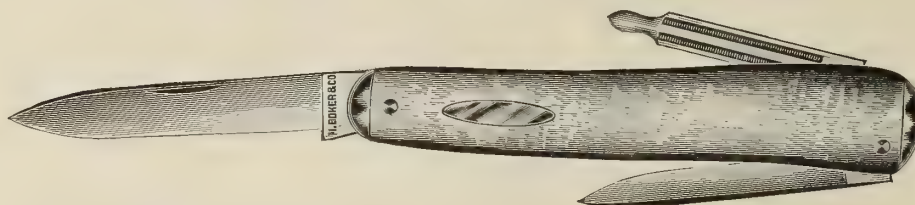
Plyers of Every Description,
Style and Finish



Every Pair Tested and Warranted

H. Boker & Co.'s

Knives, Razors, Scissors and Shears
Acknowledged to be the Best on the Market



*A Wide Range of Patterns
to Select From*



For Sale by all Leading Wholesale Hardware Firms

The Forest King

*Guaranteed
Inserted Heel*



Our Best Axe

Allan Hills Edge Tool Co.

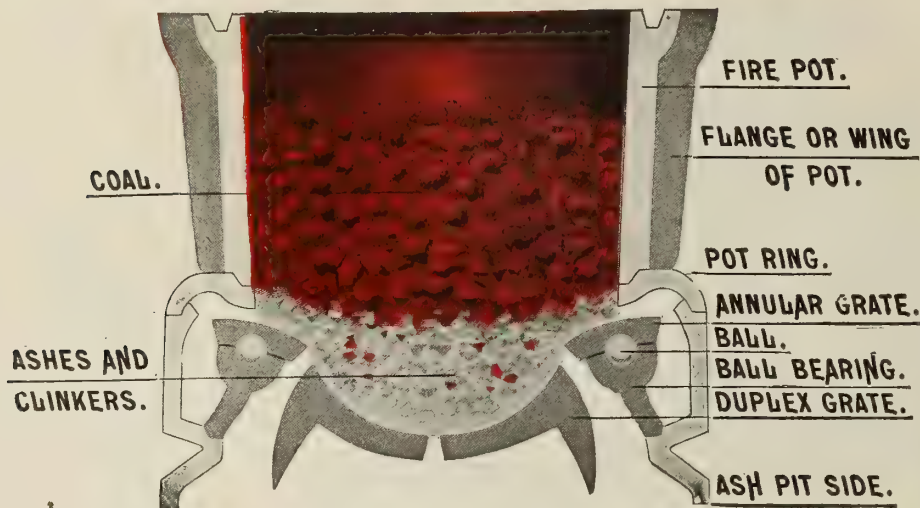
Galt, Canada

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannantyne Ave.
Winnipeg
Western Representative

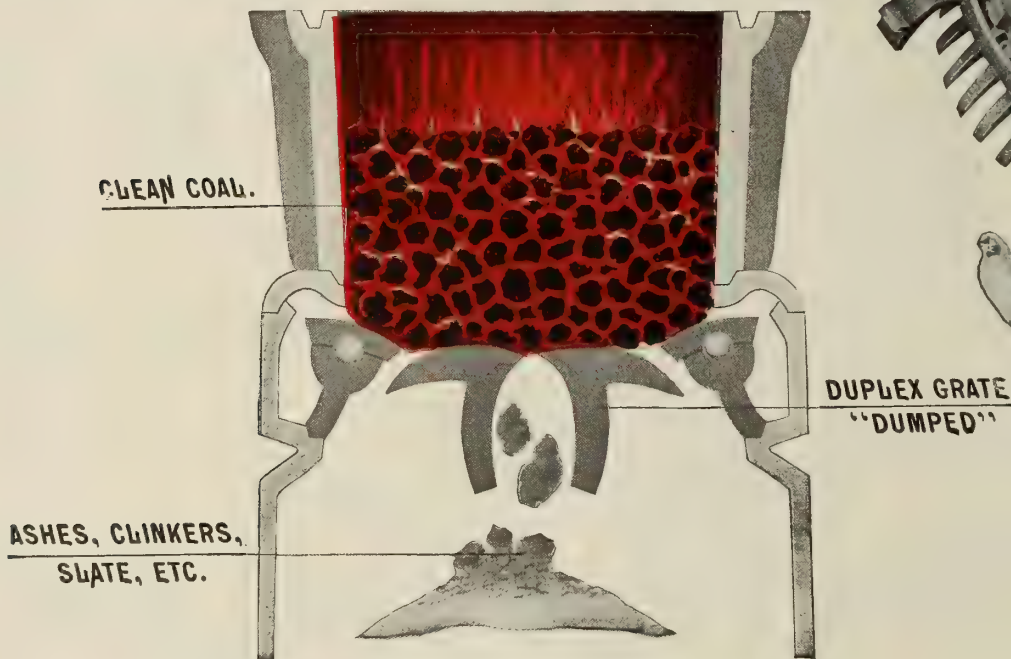
EASY WORKING GRATES

The New



CUT NO. 1

This cut gives a sectional view of the New Idea Series Firepot and Duplex Grate, and shows a fire that needs attention,—just such a fire as is found in the morning. No trouble to fix it. Cuts Nos. 2 and 3 show how easily it is done.



CUT NO. 3

The Duplex Grate has now been turned over or dumped, (this is easily done), and all ashes and clinkers have been cut out. No coal can possibly be wasted through the grate, because whenever it is necessary to attend to the fire all the coal in the duplex portion of the grate has been thoroughly burned.



*Are you looking for
an increase in your
Heating Business?*

THE HAMILTON STOVE AND HAMILTON

Successors to
Gurney, Tilden & Company, Limited

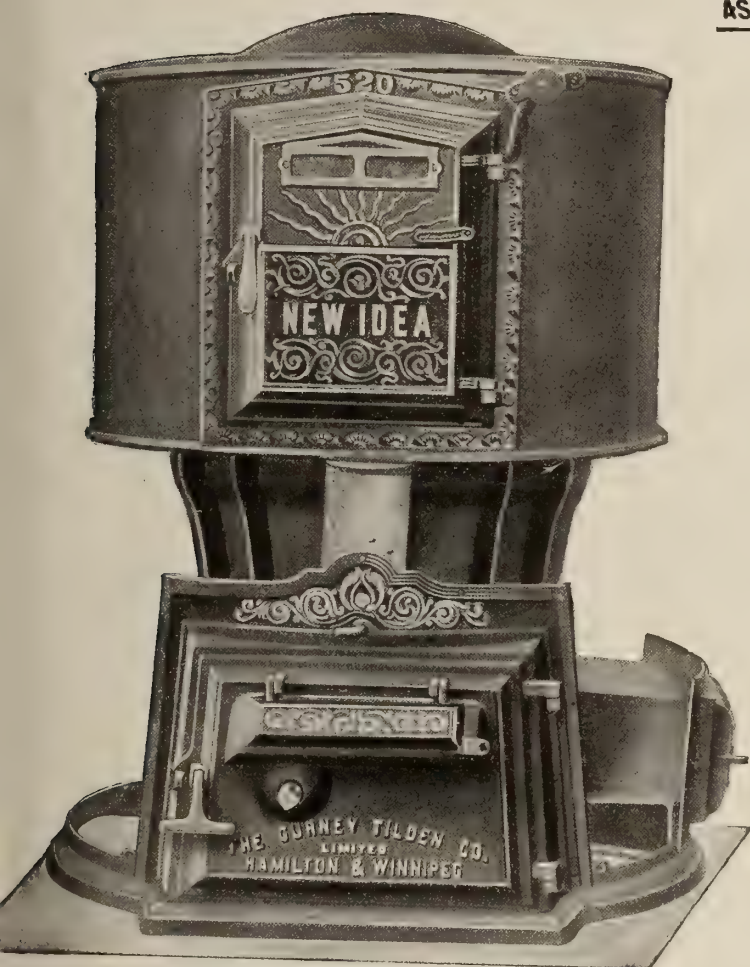
SOUVENIR FURNACES

Idea Series

The NEW IDEA is the easiest working grate that is made and its simplicity and thorough working is illustrated in the four views showing how the NEW IDEA builds a live, snapping fire in a few minutes out of a dull, burnt-out bed of coals. It operates on ball bearings and a small boy can work it easily. With the NEW IDEA grate there is

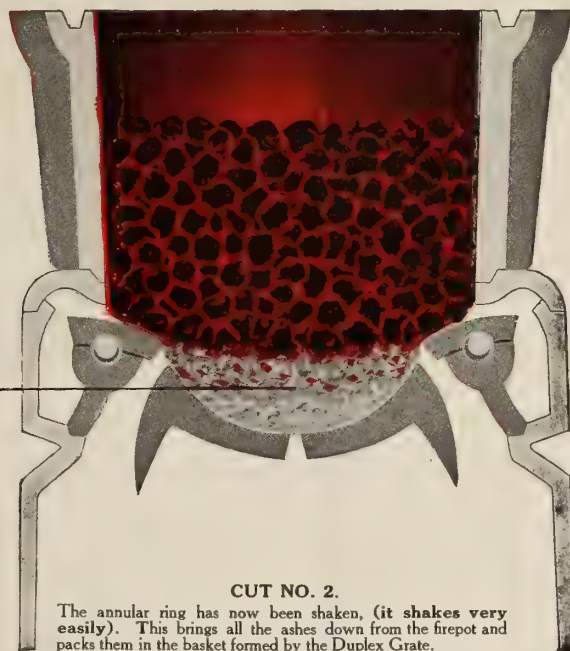
*No Dust
No Poking*

*No Hard Shaking
No Ashes to Shift*



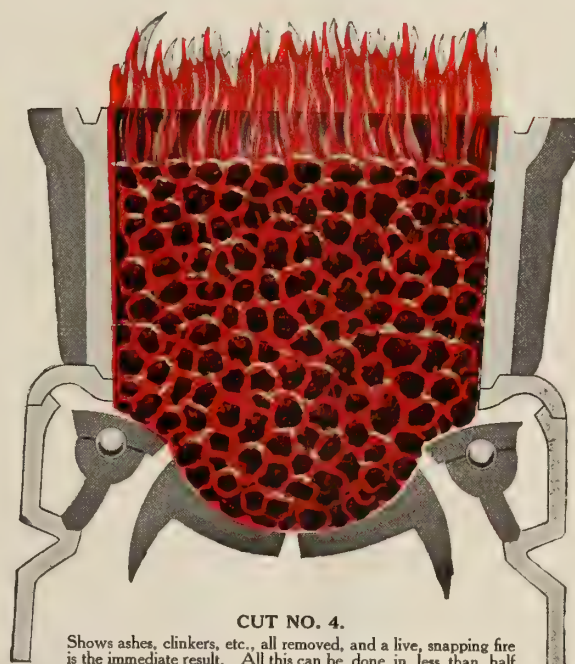
Let us send, for your consideration, the details of our special plans to boost your trade. A post card will bring it.

ASHES PACKED
IN GRATE.



CUT NO. 2.

The annular ring has now been shaken, (it shakes very easily). This brings all the ashes down from the firepot and packs them in the basket formed by the Duplex Grate.



CUT NO. 4.

Shows ashes, clinkers, etc., all removed, and a live, snapping fire is the immediate result. All this can be done in less than half a minute by actual count. No clinker trouble with this furnace.

HEATER COMPANY, LIMITED

ONTARIO

Tilden, Gurney & Company, Limited
Winnipeg, Calgary and Vancouver

Leather Belting

and its relation to the hardwareman

You probably do a nice business in staple hardware lines with the factories in your town; but,—Why do you let them send mail orders to outside towns for their belting? Why not get *this* business also?

The point we wish to make is that you can easily get these local orders if you put in a small stock of belting in standard sizes and then let your local factories know it. These belt users would much rather get their belting from you on the spot than wait for a mail order to go to our nearest branch to be filled—maybe take a week or ten days.

*Think over this proposition and
write us. We'll tell you how we
would help you carry this stock*

Sadler & Haworth

Tanners and Manufacturers

For Over 35 Years the Makers of the Best Leather Belts

MONTREAL: 511 William Street

ST. JOHN, N. B.: 89 Prince William Street

TORONTO: 27 Melinda Street

VANCOUVER, B. C.: 217 Columbia Ave.

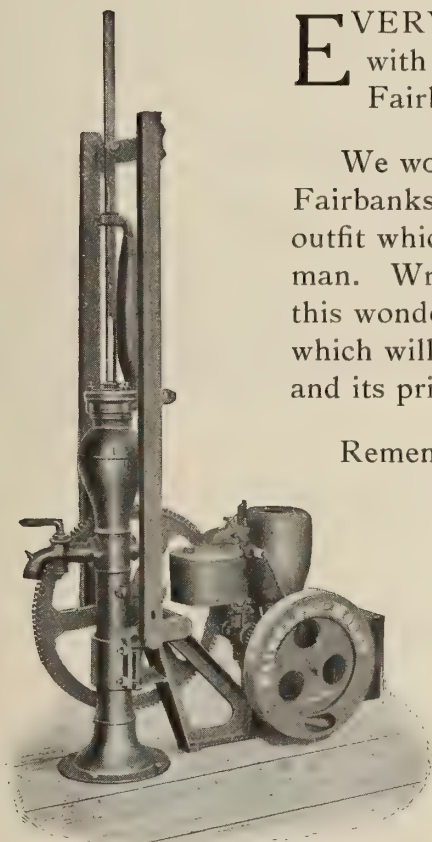
WINNIPEG: 244 Princess Street

PROFITABLE LINES

For Every Hardware Dealer

EVERY hardware dealer should be familiar with the lines carried by The Canadian Fairbanks-Morse Co., Limited.

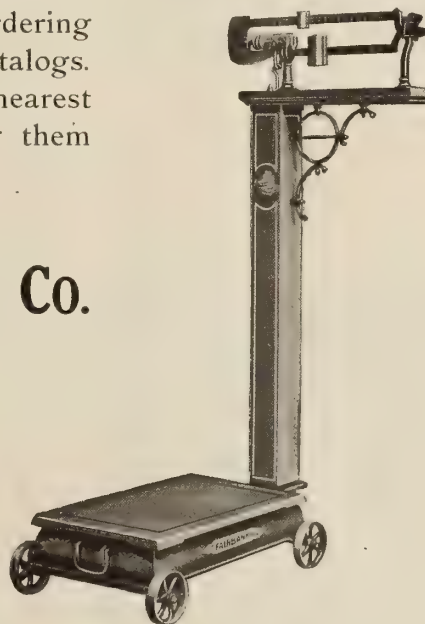
We would like to draw your attention to the Fairbanks-Morse "Eclipse" Pumper. This is an outfit which should be known by every hardwareman. Write us and let us tell you more about this wonderful outfit. A regular gasoline engine which will do many odd jobs around the farm, and its price makes it within reach of everyone.



Fairbanks-Morse "Eclipse" Pumper

Remember, when ordering your supplies, that we carry Valves, Scales, Steam Goods and Plumbers' Supplies, Roofing, Transmission Appliances, Small Tools, Pumps and Farm Machinery. Before ordering write and get our catalogs. A card to our nearest branch will bring them to you.

Fairbanks Standard Scales



THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

Fairbanks Standard Scales—Safes and Vaults
Fairbanks-Morse Gas Engines

MONTREAL
ST. JOHN
OTTAWA

TORONTO
WINNIPEG
CALGARY

SASKATOON
VANCOUVER
VICTORIA

STEEL SHEETS

To Manufacturers of Stoves and Ranges

We offer several varieties of Sheet Steel particularly adapted to Stove and Range work. We call your special attention to the following:

WELLSVILLE POLISHED.

A handsome dark blue polished sheet, specially adapted for high class stoves, stove pipes, elbows, etc. Shipped with an oiled surface.

CANADIAN BLUE.

A blue polished sheet slightly lighter in color and not so highly finished as Wellsville. This is not oiled.

"WOODS" PATENT PLANISHED IRON.

Genuine charcoal hammered bloom iron, with beautiful dark blue mottled glossy surface, practically impervious to oxidation. This product is equal in every way to the genuine Russia Iron.

"WOODS" HAMMERED POLISHED STEEL.

A hammered steel sheet, with a surface similar to Patent Planished Iron, but not guaranteed against corrosion or rust.

"WOODS" REFINED UNIFORM COLOR.

A high class sheet, for many years a general favorite on account of its uniform dark color and smooth clean surface. It is a superior product for stovepipe, elbows, etc.

"WOODS" OAK STOVE BODY STEEL.

A highly finished sheet of uniform color made in gauges 14 to 24, specially for bodies of Round Oak Stoves.

RANGE STEEL.

A smooth, perfectly flat steel sheet, accurately sheared to specified sizes; specially adapted to the manufacture of stoves and ranges.

BLUED STOVE PIPE STOCK.

A good quality sheet of a uniform blue color, one pass cold rolled and box annealed.

NICKEL PLATING STOCK.

A cold rolled full pickled sheet, smooth, clean and free from scale.

AMERICAN BESSEMER.

Made from Bessemer steel, one pass cold rolled and box annealed. A very good sheet for ordinary work, can be Patent Bevelled if desired.

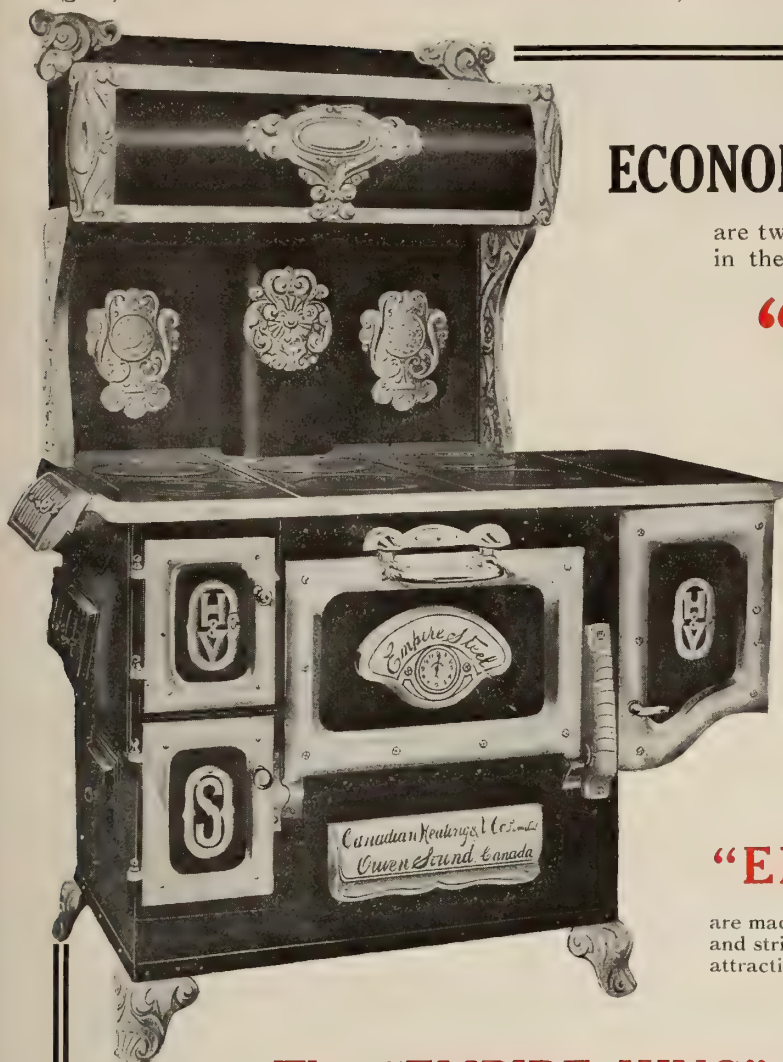
BESSEMER BLUE ANNEALED.

Hot rolled, open annealed, furnished in 16 gauge and heavier.

Also special sheets for Deep Stamping or any particular purpose.

B. & S. H. THOMPSON & CO., Limited
MONTREAL

Selling Agents for the American Sheet and Tinplate Co., Pittsburg.



ECONOMY AND RELIABILITY

are two essential features that are combined in the

“EMPIRE” STEEL RANGE

This range contains an unusual high quality, which is the result of our careful supervision during its manufacture. It is an ideal range for perfect and rapid heating and baking, perfect firebox, large broiler door and interchangeable and quick heating water reservoir.

Its attractiveness and convenience alone are certain to appeal to prospective buyers.

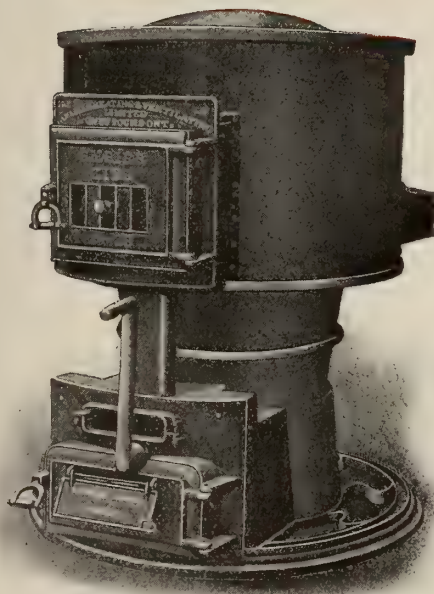
The “EMPIRE CHINOOK”

is another very serviceable steel range for Western trade, it being moderate in price and guaranteed to be an excellent worker.

“EMPIRE OAK” STOVES

are made in 4 sizes, Nos. 11, 13, 15 and 17. They are artistic and strictly high grade Oaks, yet the price we quote is very attractive. Will burn coal, coke or wood.

The “EMPIRE KING” Furnace



is deservedly popular everywhere it is known. Its important features being its large Double Feed Door, Large Steel Radiator, Sectional Firepot, Large Waterpan and Triangular Grate Bars.



Empire Special New Design.

The “EMPIRE” Line of Floor and Sidewall Registers and Faces

Moorish Design Cast Register

The “EMPIRE SPECIAL”

Is a very neat and up-to-date design with the largest area for the size of any register on the market and a popular seller. Made in the following sizes:—

7 x 10 shallow	8 x 13 deep
8 x 10 shallow	10 x 12 deep
9 x 12 medium	10 x 13 deep
7 x 10 deep	12 x 14 deep
7 x 12 deep	

We have added to our line faces the same design as Empire Sidewall Registers in sizes 7x15, 7x24, 7x30.

Write for Catalogues
and Prices

Canadian Heating & Ventilating Co., Limited

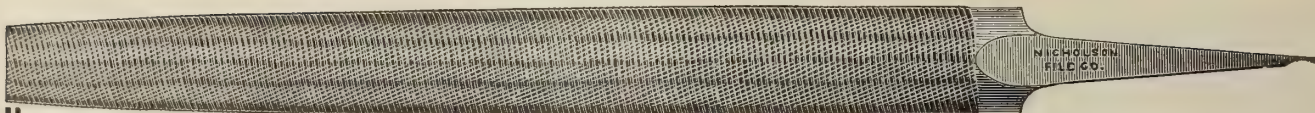
Owen Sound, Ontario

CHRISTIE BROS., Limited
1824 Dundas St., Toronto.

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg.





Nicholson-Made Files are Business Builders

They bring into your store the highest grade workmen, for dealers who handle NICHOLSON-MADE FILES AND RASPS are invariably leaders and also carry standard articles in other lines.

Confidence is not created—it grows

For nearly fifty years the NICHOLSON FILE COMPANY has been building its reputation for highest quality Files. All classes of file users know that our trade mark on a file assures them of the finest steel, sharp cutting teeth, even temper and long wearing qualities.

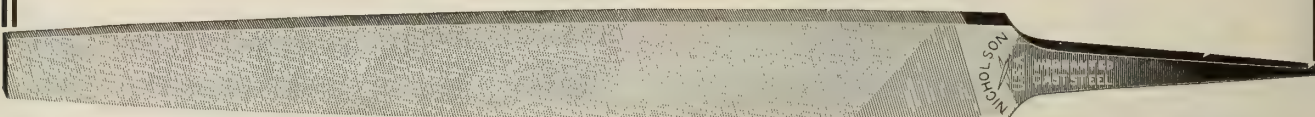
For sale by all hardware jobbers

THE BEST BRANDS

Great Western.
Arcade.
American.
Globe.
Eagle.
Kearney & Foot.
McClellan.
J. B. Smith.

MADE IN CANADA

Nicholson File Company, Port Hope, Ontario



TO THE HARDWARE TRADE

Do **NOT** let your Competitor make **ALL** the Sales when **YOU** can draw the greatest part of it your way by handling our guaranteed line of

WELDED SHOVELS

Perfectly Balanced Unsurpassed in Finish

We make **Welded Shovels** because **Experience Proves** and the **Trade Demands** shovels that are **Stronger** and more **Durable** than other makes.

PROMPT SHIPMENTS GUARANTEED

Write for catalogue or prices to any of these addresses

The Lundy Shovel & Tool Co., Limited

PETERBOROUGH, ONTARIO

ONTARIO
N. B. Misener, 105 Cowan Avenue, Toronto

QUEBEC
Delorme Bros., 15 Debresoles Street, Montreal

MARITIME PROVINCES
S. N. Sancton, St. John, N. B.

MANITOBA AND SASKATCHEWAN
Tees & Persse, Limited, Winnipeg

ALBERTA
Tees & Persse of Alberta, Limited

BRITISH COLUMBIA
E. E. Crandall, 1073 Hamilton Street, Vancouver

HAMILTON SECTION

About Forty Manufacturers of Hardware and Stoves have their Factories and Foundries located at Hamilton, every operation from the smelting of the iron to the making of nails, screws, shovels, saws, etc., being done in the "Hardware City."

The Eighth Annual Convention and Exhibition of the Ontario Retail Hardware and Stove Dealers' Association is to be held at Hamilton in February, 1913. Make your plans to attend it.

We have the finest machinery and every facility for producing best quality

Wire Nails and Staples

These nails have perfect heads and points and we have taken special care in the drawing to obtain a regular gauge. Every keg is guaranteed to be full weight.

We also recommend our WIRE BALE TIES, and O and A WIRE as the best on the market.

Write at once for prices and full particulars

The Laidlaw Bale-Tie Co., Limited

George W. Laidlaw, Vancouver, B.C.
Harry F. Moulden, Winnipeg, Man.

Hamilton, Ontario



ATKINS

STERLING

MADE IN
CANADA

SAWS

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

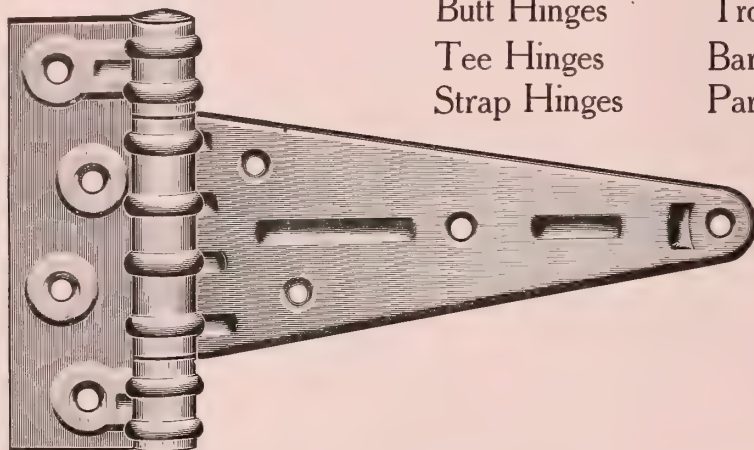
E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

Crescent Brand Hardware



Butt Hinges
Tee Hinges
Strap Hinges

Trolley Hangers
Barn Door Hangers
Parlor Door Hangers

Hinged Hasps	Shelf Brackets
Wagon Hardware	Gate Hooks
Wrought Staples	Etc.
Wire	Bands
Bars	Rods
Steel Sheets	

CANADA STEEL GOODS CO., Limited
HAMILTON, - - CANADA

The Steel Company of Canada Limited

WIRE

Oiled and Annealed Wire, Barbed Wire
Galvanized Coiled Spring Wire
Wire Nails, Fence Staples, Tacks
Wood Screws, Machine Screws
Rivets and Burrs

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

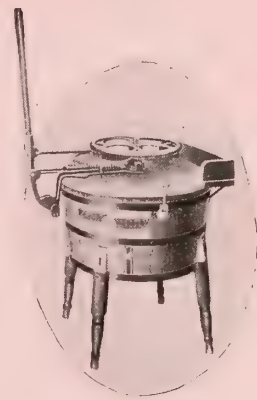
Every Housekeeper Must Wash Clothes



And is a Sure Customer for a Good Labor Saving Machine that is Simple and will do the work.

Cummer-Dowswell Machines are recognized leaders. They have passed the experimental stage and are the IDEAL of what Household Laundry Apparatus should be.

The Handiest Thing about the House



There is
Nothing that
Quite Compares
with Them



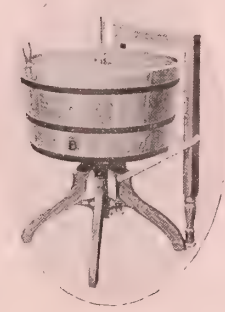
They have
always been
Big Sellers
and are now
Bigger Sellers
than ever



The Hardware dealer is the Natural Source of Supply and the sale by you of a Machine, fixes your Reputation as a distributor of



Up-to-date and Dependable Merchandise



Eastern Agents:
W. L. HALDIMAND & SON
MONTREAL

Western Agents:
H. F. MOULDEN & SON
WINNIPEG

Cummer-Dowswell

Makers

Limited

Hamilton, Canada

SPECIALTIES WITH MERIT

Applepickers'
Blouses or Aprons
Made of Strongest Duck



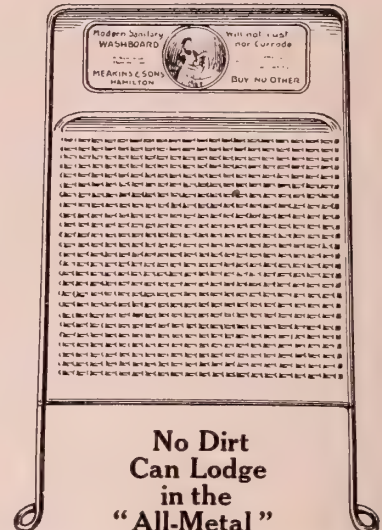
HICKORY APPLE BASKETS

ALL SIZES IN STOCK

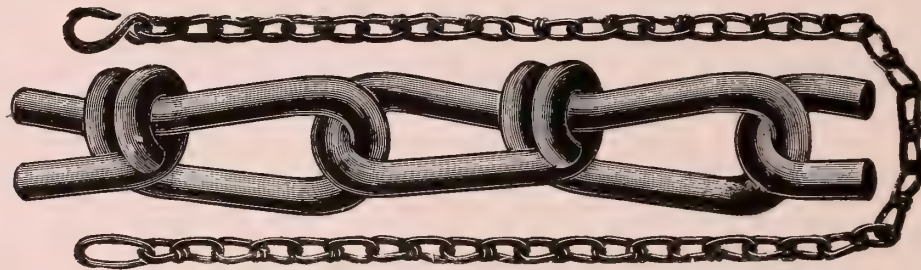
*Send for Particulars and
Prices to*

MEAKINS & SONS - Hamilton, Ont.

**All Metal
Sanitary Washboards**



**No Dirt
Can Lodge
in the
"All-Metal"**



NEW PROCESS STEEL WIRE TRACE CHAINS

Tie Out Chains
Halter Chains

Dog Chains
Cattle Chains

The Most Satisfactory Chain to Handle

Manufactured by

THE B. GREENING WIRE CO. Limited
HAMILTON, ONT. MONTREAL, QUE.



Closed Ring
Cow Tie



Open Ring
Cow Tie



Greening's Special Cow Tie



Halter, Dog and Kennel Chain



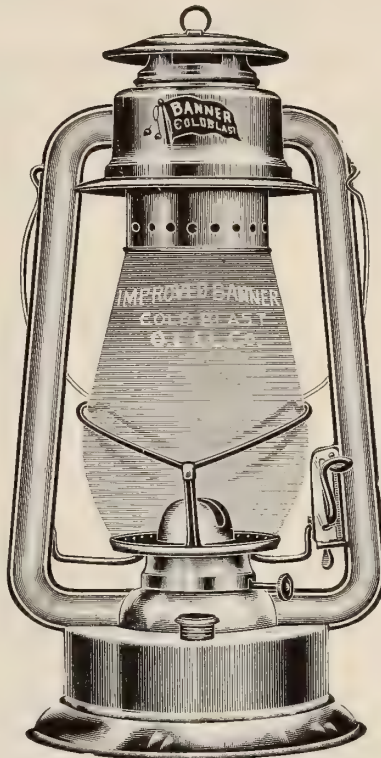
Tie Out Chains

Your Business Naturally Increases

If You Carry

"BANNER" COLD BLAST LANTERNS

They are built for the hardest usage, have many unique features and give perfect satisfaction under all conditions.

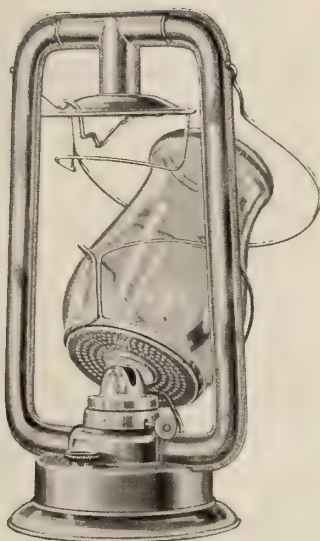


"BANNER" C.B. LANTERNS
in all styles and finishes

**Banner
Burners
are
Business
Bringers**

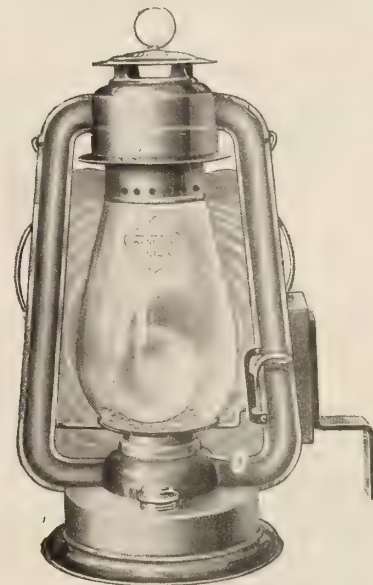
Look for the Covered Base

They are money-makers for you, set the stamp of approval on your store and create a demand for other good goods.



"CLIMAX TILT"

An exceptionally good Lantern at a low price. Shows the same careful attention to detail found in the higher priced Lantern.



"BANNER BUGGY"

Built to meet the demand for an efficient, driving Lantern. Fitted with a 2-in. bulls-eye in front of flame. Ruby warning lense in reflector.

Ontario Lantern & Lamp Co., Limited

HAMILTON, ONTARIO

BRANCHES: 30 St. Dizier Street, MONTREAL, P. Q.

56 Albert Street, WINNIPEG, Man.



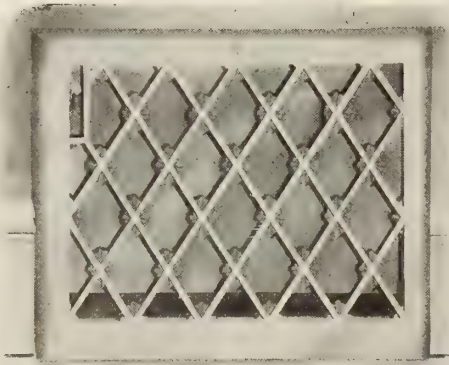
SELF-HEATING SAD IRONS

MR. DEALER: Here is one of the best selling summer lines in the hardware trade. This iron heats itself, and remains hot, burning for over four hours for one cent. Makes no smoke or smell—so simple a child can operate it. No waiting or fussing with half cold irons—no tiresome walking from hot stove to ironing board. You can iron out doors under the shade of a tree if desired. Just as good a seller in the small towns as an electric or gas iron in the cities.

Pays for itself in no time. Absolutely safe—odorless and clean. Retail at \$5—fully guaranteed for 3 years.

Write to-day for sample, circulars, and wholesale prices

RICE-KNIGHT LIMITED Toronto Ont.



THE IMPERIAL

**CANADIAN
FERROSTEEL COMPANY**

Bridgeburg, Ontario

SIDE WALL REGISTER

SPECIALISTS

ALL DESIGNS

ALL FINISHES

ALL SIZES



THE MOORISH

LANTERNS

Are you thinking about ordering NOW?

It's nearly time to get ready for fall business.

And when you *DO* book your fall order, will you want the **LATEST** and **NEWEST** and **MOST UP-TO-DATE** Oil Lanterns on the continent?

If you do, WE will get your order—and that's what WE want.

Hand it to our traveller, or mail it addressed to "E. T. Wright & CO., LANTERN MANUFACTURERS, Hamilton, Canada."

Get it to us somehow—and we will do the rest.

Our No. 4 Cold Blast Lantern this year has a patented improvement in the wire handle. There are **NO OPENINGS** in the tubes to interfere with the draft, and the handle **CANNOT DROP OFF**.

No. 4 is made in Plain Tin, All Japanned, Japanned Body and Brass Well, and All Brass.

ORDER NOW. Packed ½ Doz. in a box.

Our "COMET" is unequalled value in a Hot Blast Lantern. Send along your orders for Plain Tin, Japanned, and "Comet's" with Dash Attachments.

Did you know that we are making the "COMET" in *Solid Brass* this year? Solid Brass "Comets" will be *All Brass* except the globe, and *packed singly* in cardboard boxes. Order some for an introduction.

Remember that we are the pioneer Lantern Manufacturers of Canada—and that to-day our products are not merely up-to-date—but a little *ahead of time*. You therefore run no risk in ordering **NOW**.



E. T. WRIGHT & CO., HAMILTON, CAN.

(H. G. WRIGHT)

Agencies at Vancouver, Winnipeg and Toronto

Beacon Cold Blast Lanterns

Improved 1912 Pattern



Enlarged Dome Shape Oil Well

Providing better combustion. Holds sufficient oil to burn for twenty-four hours.

Improved Adjustable Bails

Each lantern is also supplied with our

Beacon Tempered Flint Glass Globes

All the superior points of excellence in our lanterns of the past have been retained.

Prices on Application

The Sheet Metal Products Company

OF CANADA, LIMITED

Successors to

Kemp Manufacturing Company

MONTREAL

TORONTO

WINNIPEG

LEGG BROS. ENGRAVING CO

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING
FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

HIGH GRADE - FIRST QUALITY WORKMANSHIP
QUICK - CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT - THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS

PHONE MAIN 957-958

5 JORDAN ST. TORONTO CANADA

Jewel Stoves and Ranges

1912

ROYAL JEWEL

"The Range of Quality"

Superior design and elegant finish, time-saving, labor-saving and money-saving features unite to make the ROYAL JEWEL the most beautiful, the most up-to-date, and most perfect steel range on the market to-day.

The ROYAL JEWEL comes to you a *finished product*, the result of 50 years' experience in the manufacture of Stoves and Ranges.

Full information and circulars concerning the ROYAL JEWEL will be sent on request.

The ROYAL JEWEL Steel Range is the leader of the famous Jewel line, which comprises a great variety of Steel Ranges, Cast Iron Ranges and Cooking Stoves. We also make many different kinds of Heating Stoves to suit all sections of the country.



The Burrow, Stewart & Milne Co., Limited

Established 1864

Head Office and Works

Hamilton, Ontario

Offices and Warerooms at Toronto, Montreal and Winnipeg

Western customers please address all communications to 130 James Ave., Winnipeg

Are You Selling Dart Union and Flange Pipe Couplings?

Really Dart couplings are in a class by themselves although there are many imitations.

First, there is 20 years' experience back of the Dart, and while they are the highest priced, they are more economical than any other coupling. The first cost is the every cost.

When you sell Dart couplings your customer gets a coupling that will give him the maximum of service and satisfaction. This is the verdict of hundreds of users the world over and is backed by a guarantee that every Dart will give absolute satisfaction or be replaced 2 for 1.

They are sold at fixed resale prices which will allow you good margin of profit. They are widely advertised and are quality goods. Every Dart has the trade mark cast on it and also its size.

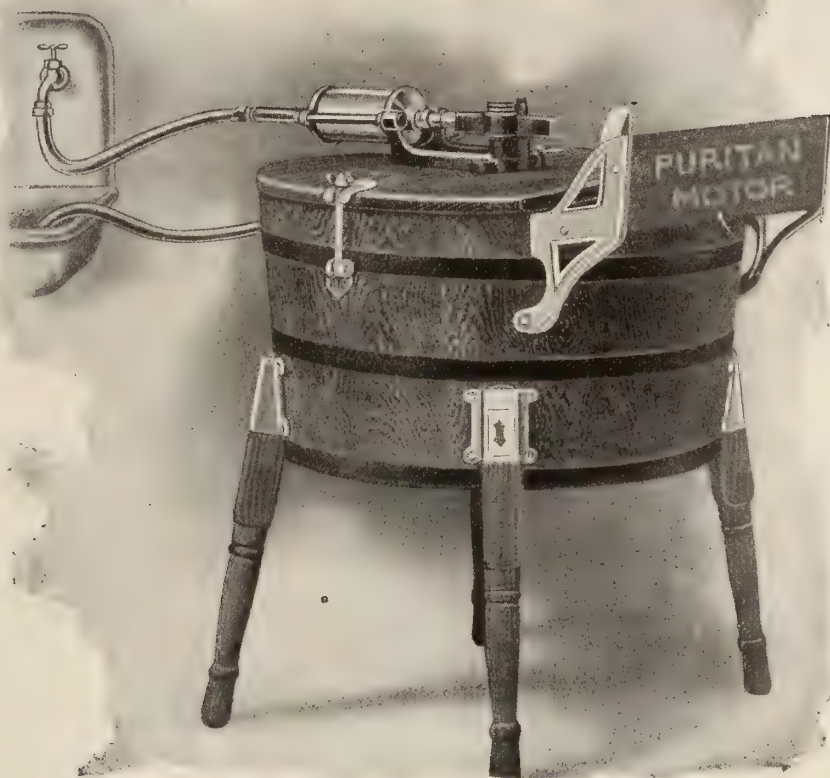
Your jobber will supply you Dart unions. The union with bronze to bronze ground ball joint and iron thread ends made in our factory where nothing else is made.

Dart Union Co., Limited - Toronto

Display card and advertising matter with your name printed on for the asking

MAXWELL'S "PURITAN"

WATER MOTOR WASHER



Wherever there are waterworks the "PURITAN" Motor Washer is at home and helping. It works on very low pressure and does all the hard labor of washing.

The working parts inside the tub are the same as in the Maxwell "Puritan" hand washer. The feature is the Water Motor.

This motor is of the reciprocating type, which in actual operation has proved the most reliable, durable and satisfactory of all styles of water motors. The valves are simple in construction and built with a view to resist action of grit or sand in water, which in other motors has caused a good deal of trouble.

We are the only Canadian company building our own motors in our own factory, and we accept full responsibility for their successful operation.

Write for Catalogue to

DAVID MAXWELL & SONS

ST. MARY'S, ONTARIO

*They Look Worth More
Than the Price Asked*

THE "VICTORIAN" VITREOUS-CHINA LAVATORIES

Cannot be excelled in elegance for design and appearance for lasting qualities.

They're absolutely impervious to crazing and always maintain that rich glossy finish, which is certain to appeal to the particular customer.

A sample or two of these Lavatories would be a drawing card in your store for up-to-date fixtures.



No. 853 Pedestal Lavatory

Morrison Low Tank Closet Combinations

Ensure Satisfied Customers

Tanks are carefully constructed of best materials and contain our improved ball cock. They are fully guaranteed and, if desired, can be furnished with vitreous china tanks which resist any chemical action in the water.

The "Elgin" Low Down Closet



The "ELGIN" is a high grade outfit at a low price—the ideal for ordinary jobs. It is a wash down bowl with wood strip seat attached as shown, or is supplied with post-hinge seat if preferred. Tank has ball cock with or without stop cock.

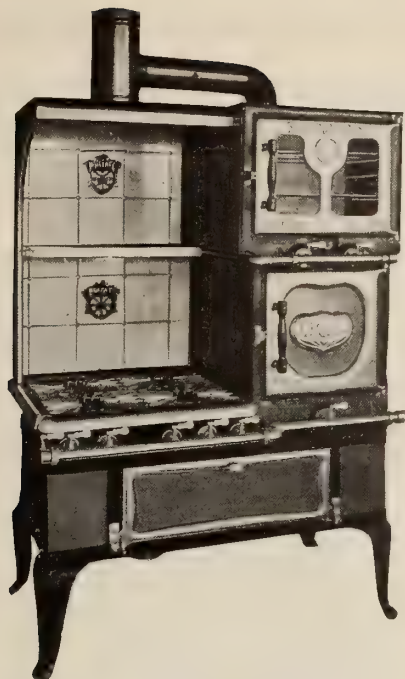
The "ASTORIA" is the closet to be installed in those particular jobs where only the best is desired. It is a large square back Syphon-jet bowl carrying an extra large quantity of water, insuring a deeper water seal from sewer gas than other types of bowls.

James Morrison Brass Mfg. Company, Limited

93-97 Adelaide St. West

Toronto

Canada

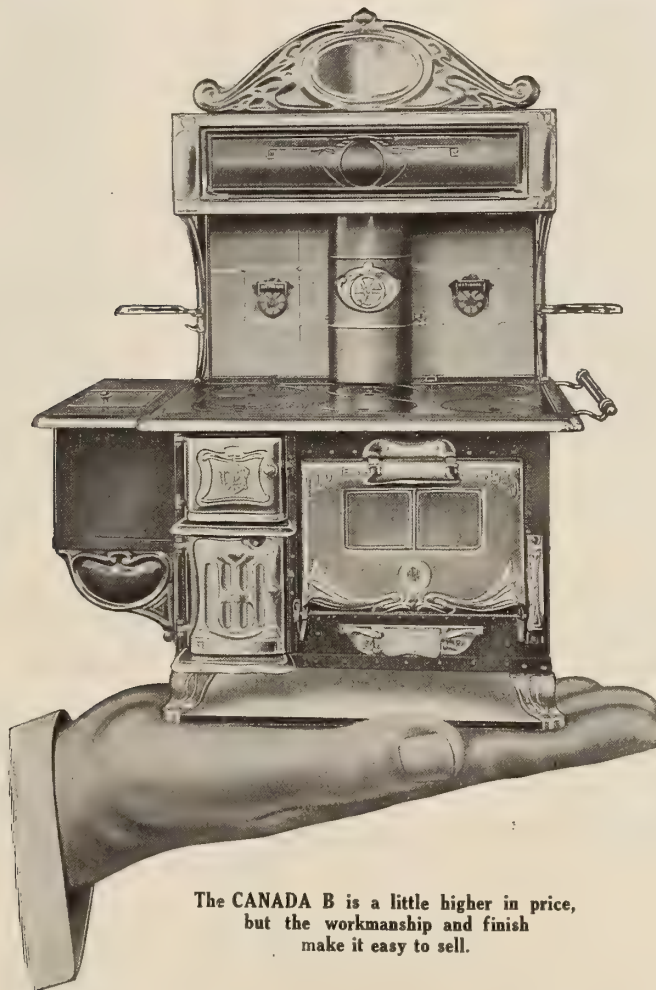


CANADA GAS RANGE No. 16-58. Our U. S. competitors can't hold a candle to the "Canada."



THE NELSON COAL RANGE, made with 14, 16, 18 and 20 inch ovens. The best seller and the most profitable medium price Range in Canada

LET US
HAND YOU
SOME
GOOD ONES
MADE BY
THE
MOFFATS



The CANADA B is a little higher in price, but the workmanship and finish make it easy to sell.

The Moffat Stove Company, Limited

Weston, Ontario

WINNIPEG

CALGARY

VANCOUVER

MONTREAL

"Will Sell like Hot Cakes"

THE SANITOR CHEMICAL CLOSET

Retails at \$12.00



Every
house-holder
who
hasn't
water
supply
or
sewerage
to
install
a
flush
closet
will
want
this

The price puts it within reach of every home in Canada.

It is the neatest and best closet on the market, so constructed as to allow full and direct passage fair to vent pipe. Takes up little room, and is perfectly sanitary and absolutely odorless.

We guarantee it perfectly satisfactory and for design and appearance it is a great improvement on old styles.

Dealers make good profit selling The Sanitor

Write for Circular and Discounts

N. M. WALKER
GRIMSBY ONTARIO

HAMILTON & STOTT

*Consulting, Heating and
Plumbing Engineers*

**PLANS AND ESTIMATES MADE
FOR CENTRAL HEATING PLANTS**



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

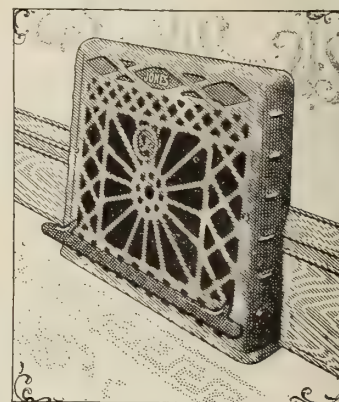
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also
successors to the

**Jones Register
Company**

and can promptly
fill all orders for

**SIDE WALL
REGISTERS**



**Howard Hot Air Furnaces and
Howard Hot Water Boilers**

Write us for quotations

ST. THOMAS, ONTARIO

"CANADIAN HOWARD" Double Radiator FURNACE

**Not a Cheap Furnace
But a Dependable Heater**

The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

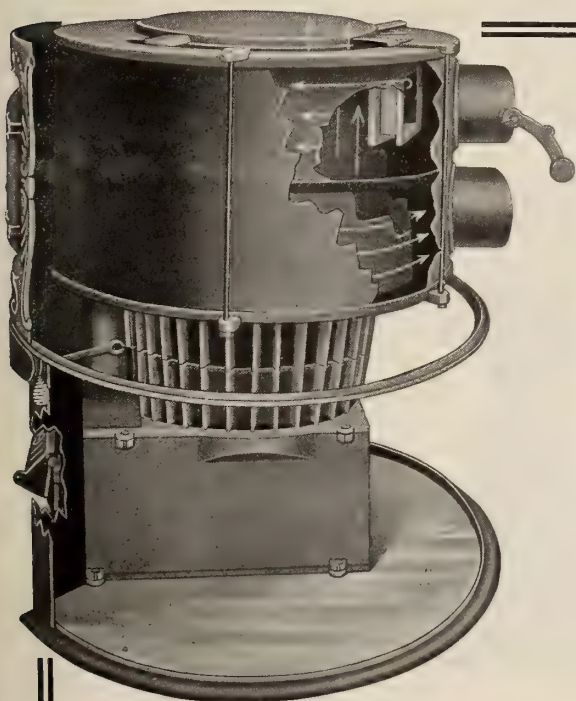
Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.



Write for a copy of our furnace catalogue

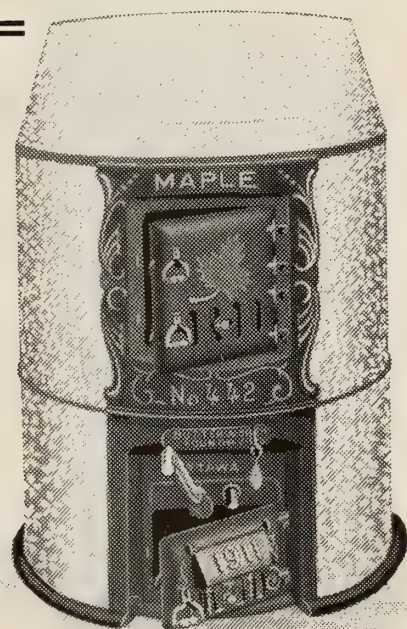
THE C. NORSWORTHY CO., LIMITED

ST. THOMAS - - - ONTARIO



THE MAPLE LEAF WARM AIR FURNACE

*Built upon lines that
appeal to the practical
furnace man and give
the user genuine satis-
faction.*



Low down radiator with wide flue space provided with baffle plate, giving double length of fire travel; heavy sectional ribbed firepots; square ash pit allowing ample air to back of fire pot; triangular bar grates of new pattern; large feed door; straight casing; and many more features not seen in everyday furnaces; This exceptionally good furnace sold at a price which allows the dealer to get a good profit on his material and time for installation and beat out competitors with quality.

BUTTERWORTH FOUNDRY LIMITED

Established 1874

OTTAWA, ONTARIO

Incorporated 1909

THE ORIGINAL, GENUINE WONDER-SHINE SILVER CLEANER

An entirely novel and efficacious preparation. Entirely new principle—cleans without rubbing—saves labor—so easy to use. Cleans more silver in half an hour than paste and powder in half a day. This is the most economical and only modern way

**For Cleaning
SILVER AND GOLD
(Sterling or Plated Ware)
AND CUT GLASS**

**No Rubbing No Wear
Removes Tarnish Instantly**

Each package contains powder and a special piece of metal (electro). A quantity of the powder is added to very hot water, the piece of metal is then dropped in, and the articles to be cleaned are placed in the solution, so that they come in contact with this piece of metal. Presumably galvanic action is set up, but the result is that the tarnish and dirt will be removed almost instantly, and the articles cleaned may be taken out, rinsed and wiped dry with a cloth or chamois. Tarnish will be removed from all the crevices and surfaces alike, and the original lustre and polish restored and retained. For **Cut Glass** the solution does not need to be so hot, but all the dirt, stains and finger marks are removed, and that wonderful, wholesome sparkle and polish is brought out—simply delightful. **DOES AWAY WITH HARD LABOR.** Each package contains enough powder to clean your silver several times. Complete directions with every package.

Wholesale Prices:

80c., \$2.00 and \$4.00 per dozen
Packed in Neat Display Boxes

*Let us send you our Selling Plan and
Advertising Matter*

ABSOLUTELY HARMLESS

WONDER-SHINE, LIMITED

220 King St. West

TORONTO CANADA

K71

We Ship Promptly

Try us for

**Cordage, Wrapping Twines
Cotton Duck, Oiled Clothing**

We are sole selling agents for the

Hopkins Mfg. Co., Limited

Mfrs. of Bags, Tents, Tarpaulins, Flags

and the

Dominion Waste Mfg. Co., Limited

Mfrs. of Cotton and Wool Waste

Scythes & Co., Limited

Toronto

Montreal

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

***There's a Good
Sale For Them***

Manufactured solely by

**The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited**

TORONTO

**MONTREAL
CALGARY**

**HALIFAX
VANCOUVER**

WINNIPEG

You are
in
wrong!



Unless you carry
ONEIDA COMMUNITY
GAME
TRAPS

The Trapper wants them

NEWHOUSE
VICTOR
ONEIDA JUMP



Canadian Factory:

NIAGARA FALLS, ONTARIO

Davidson's Beaver Heaters

Slow Combustion Stoves

Give good service with least possible consumption of fuel



Bodies are made of cold rolled steel and bases and tops are cast iron.

Swing tops of nice design, nickel plated (similar to illustration) can be furnished, thus relieving the plainness of the ordinary heater and making an attractive stove for use either in halls or sitting rooms.

Improved "Beavers"

Are fitted with grate and ash pans which entirely does away with the dust nuisance as grate is shaken without opening ash pan door—ensuring cleanliness as neither dirt, soot or ashes can escape to cover walls, ceiling and furniture.

5 Sizes in plain Beavers, Nos. 2, 3, 4, 5, 6

4 Sizes with Swing Tops, Nos. 2, 3, 4, 5

3 Sizes Improved Beavers, Nos. 3, 4, 5

Marathon Oak

A low priced stove, attractively nickelled and a first class heater

Has blue steel body, draw centre grate, deep fire pot and steel base strips. Made in 4 sizes, Nos. 811, 813, 815, 817. Coal magazine can be supplied with No. 817.

Book your orders now and arrange to have the stoves on hand when needed

The Thos. Davidson Mfg. Co.

Limited

Montreal

Winnipeg

Toronto



DO YOU WANT MORE CUSTOMERS?

MORE SALES?

MORE PROFITS?

All of these you will secure if you handle the

Enterprise Blazer Hot Air Furnace

Because :

It is up-to-date and complete.

It is durable and economical.

It possesses a great many points of
superiority over all others.

SPECIAL FEATURES

Fisher's Patent Fire Pot

Large Feed Door

Extra Deep Ash Pit

Direct Draft Damper

Low Down Construction

Large Radiating Surface

Cup Joints and Outside Rods

Clean Out Doors

It's Easy to Sell

Don't Hesitate

Don't Put Off

Write To-day

THE ENTERPRISE FOUNDRY CO.

SACKVILLE, N.B.

Distributing Agencies

W. T. McArthur & Co.
Vancouver, B.C.

Reynolds & Jackson
Calgary

Marlatt & McKenzie
Moose Jaw

Enterprise Hardware Co.
Saskatoon

F. J. C. Cox & Co.
Winnipeg

every rifleman wants these—

*because they will
help him shoot better!*

You have but to show either or both these Marble utilities^s to interest any man who uses a rifle! When he hears the little price he will promptly buy

TRADE MARBLE'S RIFLE CLEANER AND RIFLE ROD

Cleaner, of softest brass gauze washers threaded on a spiral spring of tempered steel wire, attaches to any standard rod, and will thoroughly clean any rifle without harm. Rod is made in 3 brass sections with steel joint connections as shown at left. Has swivel tip. Each is priced low and advertised widely.

**You Ought to Push All
the Marble Ingenuities**

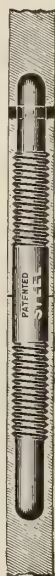
Our 60 rapid-selling specialties for marksman and sportsmen, all liberally advertised for your benefit.

*Ask for New Catalog and details before big
hunting season begins. Sold by leading jobbers.*

Marble Arms & Mfg. Company

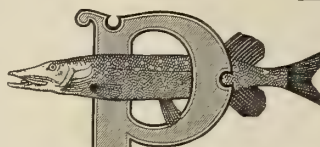
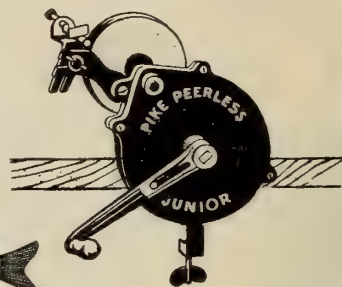
515 Delta Ave., Gladstone, Mich.

Pacific Coast Branch: Bailey Specialty Co., San Francisco, Cal.



Pike Grinders are *not* in the "price-cutting" class

They are selling with increasing strength in the face of all kinds of price-cutting competition—and at their regular market prices which guarantee you big, fair profits.



PIKE GRINDERS

In no other line of grinders is high speed and great power so successfully combined. In no other line are there so many red hot talking points. Pike Grinders are an easy as well as profitable line for you to push.

A Grinder Display Stand FREE

Write us for full particulars on the dandy big Grinder Display Stand we are furnishing dealers. It's a great aid to sales. When you write, say you also want the Pike Store Helps—car cards, store cards, big colored window trim and selling scheme. But write to-day.

Pike Manufacturing Company

23 Main St.

Pike, N.H., U.S.A.

The New Preston O.G. Square Bead Eavestroughing

We have always claimed that our eavestrough was the best on the market, but we have gone ahead and gotten out something that is far superior to our old make. Now we can claim that we can't be beat when it comes to our eavestrough.

Some time ago we advised all the trade that we were manufacturing O. G. Square Bead Eavestroughing by machinery, which assured absolute uniformity in shape, but it developed that our machinery was not heavy enough to produce as sharp a bead as we desired. We have now perfected and patented automatic steel dies to fit our large power press and we now guarantee a trough superior in shape, appearance and fit to any other on the market.

You can save time and solder in the erection of this eavestrough **FOR EVERY PIECE IS EXACTLY THE SAME** and fits snug and tight. There are more profits for you and more satisfaction if you use our make. See our special offer below and take advantage of it at once.

FREE IF YOU ARE NOT SATISFIED

Cut out this ad. and mail it to us to-day with your order for 250 feet of our new O.G.S.B. Eavestrough and if it is not exactly as we represent it we will make you a present of it. This offer is good for thirty days.

THE METAL SHINGLE & SIDING CO., Limited

PRESTON, Ontario

MONTREAL, Quebec



A Customer Leaving Your Store Must Have Done One of Five Things

1. Bought goods for cash

A National Cash Register insures the merchant that all cash will be accounted for and handled correctly.

2. Bought goods on credit

A National Cash Register benefits the merchant by preventing loss through failure to charge goods sold on credit or through lost charge slips.

3. Paid money on account

A National Cash Register enforces a correct record and this insures the merchant that he gets all money received on account.

4. Collected money

A National Cash Register benefits the merchant by preventing anyone paying out money without leaving a record of the amount. This enables him to balance the cash quickly and prevents bills being paid twice.

5. Changed a coin or bill

A National Cash Register protects the merchant against loss in making change and furnishes the means of advertising to those who ask to be accommodated.

A National Cash Register benefits merchant, customer and clerk on all of these transactions.

THE NATIONAL CASH REGISTER COMPANY

Headquarters for Canada: 285 Yonge St., Toronto

Canadian Factory: Toronto

McClary's

"REGINA" STEEL RANGE



New

Neat

**Attractive
In Design,
Finish
And Price**

Strong

Durable

An exceptionally good range
at a remarkably low price.

Well built of high grade steel
with plain nickel trimmings.

Get Your Orders in Early

McClary's

London Toronto Montreal Winnipeg Vancouver St. John Hamilton Calgary Saskatoon

Write our nearest branch for Catalogue and special cook book



Kootenay Ranges

Quality Sells Them

SEMI-STEEL Linings and Duplex Grates save money on repairs.

BURNISHED TOP, smooth as glass, no blacking required.

NICKELED STEEL OVEN. Quick, even baker with any fuel.

DIRECT DRAFT DAMPER at the side. No reaching over hot stove.

BE SURE YOU HAVE 1912 DESIGNS ON YOUR FLOOR



**YOUR HEATING CONTRACTS
SHOULD BE CLOSED EARLY**

This is possible when you specify

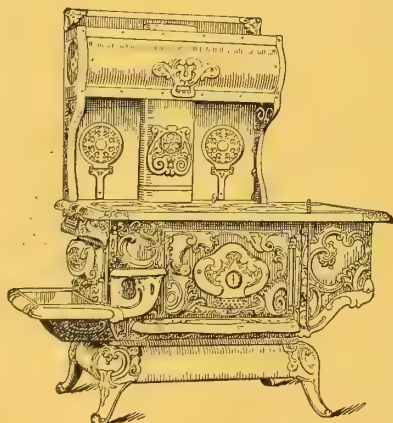
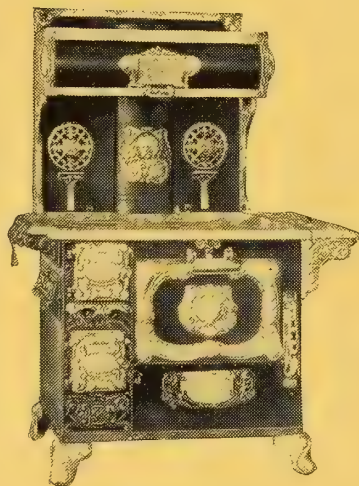
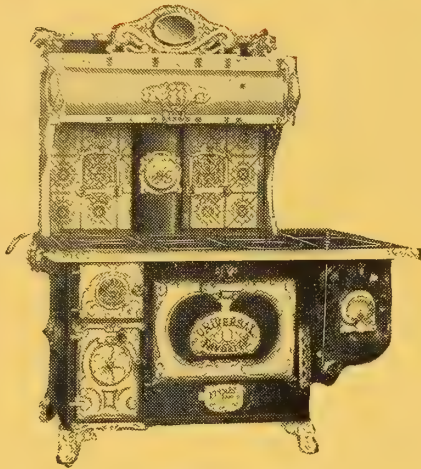
Sunshine Furnaces

Their installation will bring you
More Business and Bigger Profits

The advice of our Heating Department is at
your disposal.

McClary's

Favorite Stoves and Ranges are a Profitable Line to Handle



Because one sold means the sure sale of a number of others in the same neighborhood and brings many new customers to your store.

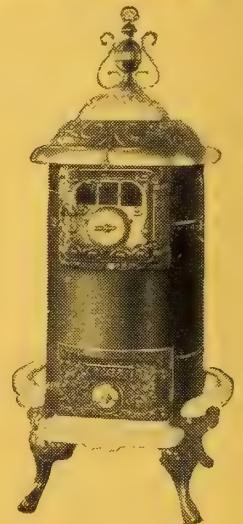
When you sell a **Favorite Stove or Range** you have the assurance that it is going to give satisfaction.

Now Mr. Stove Dealer if you have had any trouble in your "Stove Department" let us be your Doctor.

We are Stove Specialists and our life's work and study has been devoted to the making of Stoves and Ranges only. That is why Favorite stoves sell at sight and stay sold.

There are stoves offered at attractive prices that look "first rate," but when set up and put to the test, will not work satisfactorily. There is no trouble of this kind with **Favorite Stoves and Ranges** because they are carefully constructed, well fitted, nicely finished and guaranteed to give satisfaction.

When a dealer takes up our line he never changes and seldom is there a second hand stove of our make to be found on the market. The reason for this is. "Our fair dealings and quality of our goods." If you are not handling our line order a sample range or heater so that you can examine our product for yourself. In the stove line our goods will prove to be your silent salesman.



FINDLAY BROS. COMPANY, LIMITED

Head Office and Works,
Branch House,

- CARLETON PLACE, ONTARIO
- 260 Princess Street, WINNIPEG, MAN.

Distributing Agencies:

H. H. DRYDEN
Sussex, N.B.

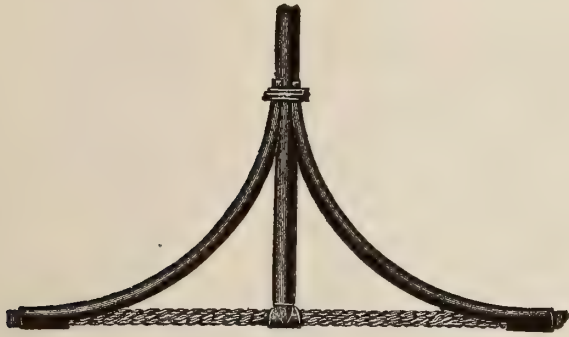
STEWART & CO.
Toronto, Ont.

D. V. COPE & CO.
Calgary, Alta.

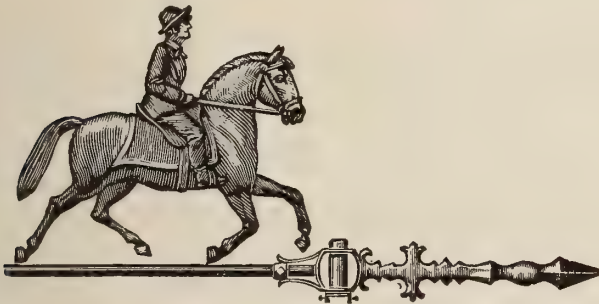
REVILLON BROS., LIMITED
Edmonton, Alta.

GEO. D. HORSMAN
Vancouver, B.C.

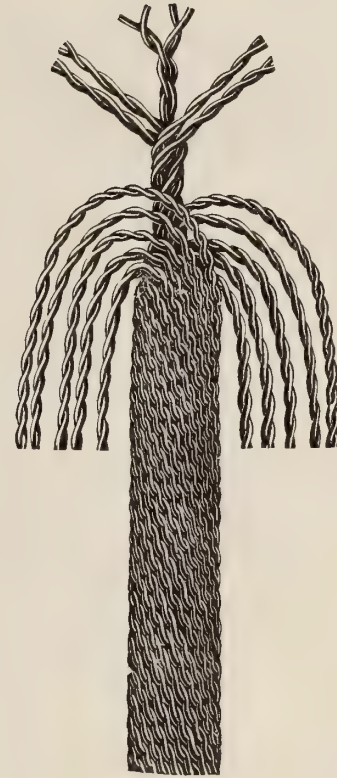
We Create the Demand: You Can Reap the Profits



PATENT BRACKETS—These are the very **Latest Improvement** in Lightning Protection. They are made of pure Copper Tubing, and are sold exclusively by ourselves. Therefore, we can and do, give three times the protection given by our competitors, and at no additional cost to the dealer or consumer.



VANES—All Styles. All Sizes. Made of very best material by experienced mechanics.



Our Cable is made up of 32 Soft Copper Wires, and we guarantee it to be better than 99% pure Copper. It is $\frac{1}{2}$ inch in diameter, and has a greater electrical carrying capacity than any other Cable on the market.

Made in Canada

We have been on the market as manufacturers and wholesale distributors of **LIGHTNING ROD MATERIAL** for many years, and we stand upon the **MERITS** of our products.

They do Protect. They are Practically Indestructible.

Write us TO-DAY—NOT TO-MORROW—BE READY

Do you want Advertising Help? Write us, and we will supply Electros, Booklets, etc., Free. See our Salesman before buying.

Empire Lightning Rod Co., Limited

Winnipeg, Canada

CONNOR BALL BEARING WASHER

is a profit earner

It pays big dividends to dealers who take an active interest in it. Many wide-awake merchants have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. The many

Exclusive Features Make it Easy to Sell

as they attract unusual attention and create a strong desire for the washer. Just what these features are will be fully explained to you when we receive your name and address.

Drop us a card. Send for a copy of our new catalogue, now ready.

J. H. Connor & Son

Limited

OTTAWA, ONTARIO



Keep on the Right Side of the Builder

by supplying him with our guaranteed

LEEKNOTT ROOFING

as it will be nearly as good as new when most of the ready roofings are forgotten. It will cost you no more to stock Leeknott and it is by far the cheapest and most profitable in the long run.

Its high quality is due to the work of experts—the experts use the very best of long fibre woollen felt, which is thoroughly soaked and coated with the genuine Trinidad Lake Asphalt, specially prepared and tempered for the purpose. Leeknott has the wonderful weather and fire resisting qualities, qualities that most roofings lack. Every roll is absolutely guaranteed. Rust-proof, galvanized special roofing nails, extra quality lap cement, and illustrated printed directions packed in every roll. Anyone can successfully lay "LEEKNOTT."

We make sales easy by supporting the dealer and supplying him with circulars, etc. Our rolls are more attractive and are certain to invite enquiries.

Write for full details

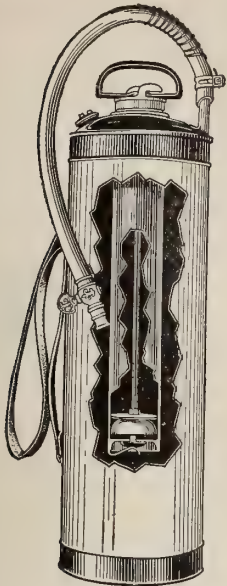
Agents wanted

Canadian Supply Company

220 King Street West

Toronto, Ontario





3-Gallon Compressed Air Sprayer



Safety Candle Lantern



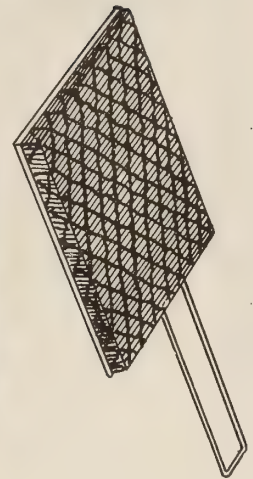
Air Tight Down Draft Heating Stove



Chimney Jack



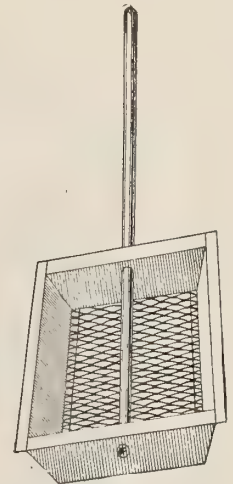
New Century Drum



Success Toaster



Crown Sprayer



Cartwheel Ash Sifter

A FEW OF THE HARDWARE SPECIALTIES WE MANUFACTURE

There is profit for hardwaremen in selling our line of specialties. They are the cream of years of experimenting. Every article we make must be a rapid seller, or we eliminate it from our list.

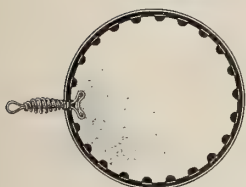
*Sort up for
Fall Trade Now*

The outlook in many lines is for a shortage this Fall, and while our stock is large enough to supply the expected demand, orders for rush shipment are already being received. The wise retailer will, therefore, place orders for full requirements during the coming month.

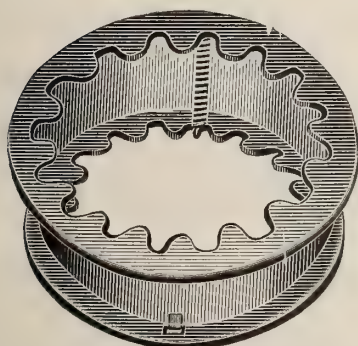
If you haven't one of our catalogues and discount sheets, a post card request will secure it.

COLLINS MFG. CO.

413-415 Symington Avenue
TORONTO, CANADA



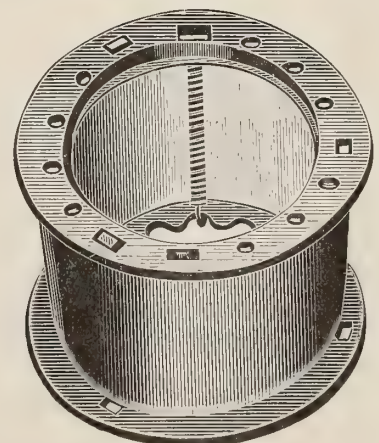
Asbestos Mat

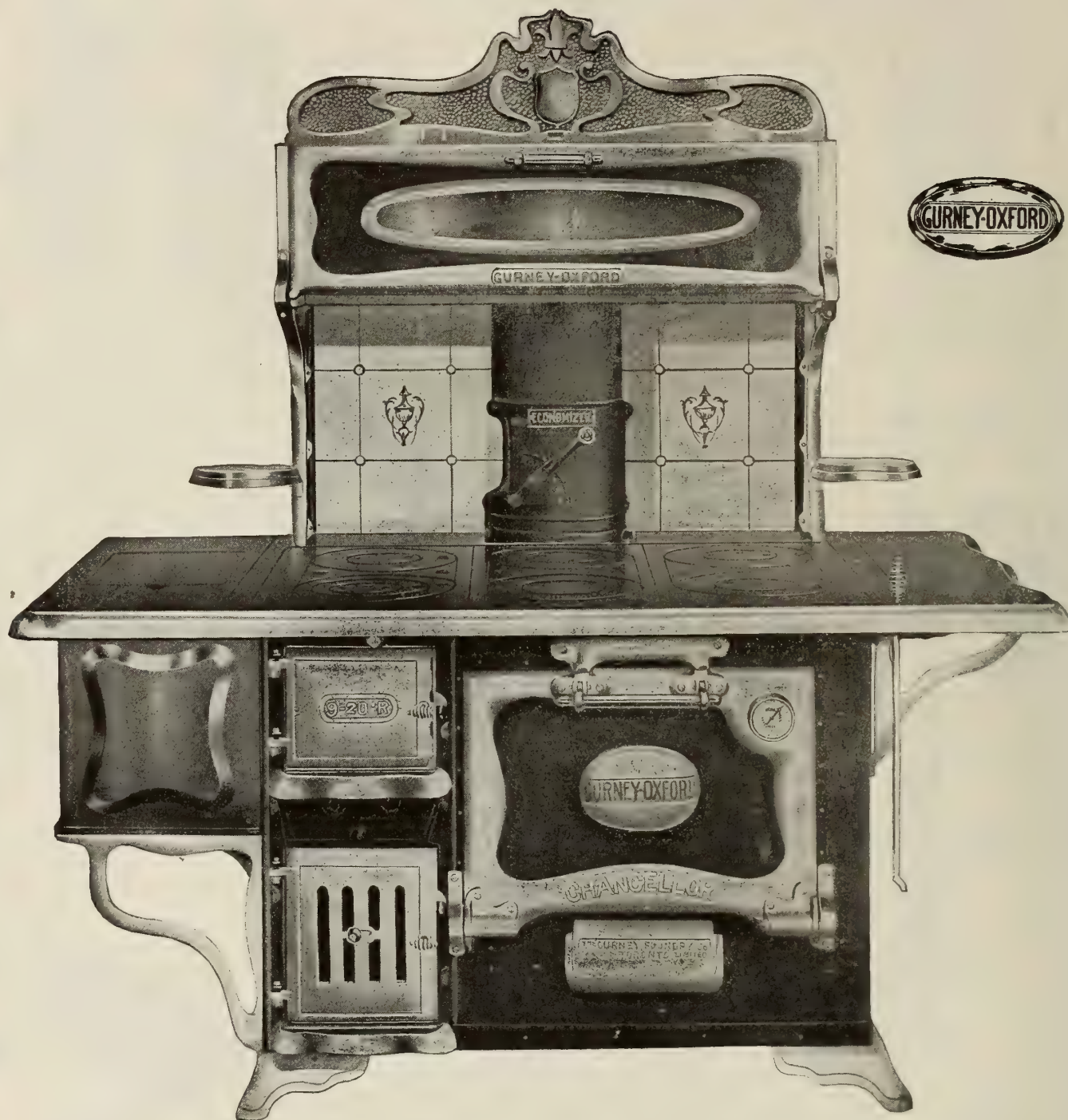


4 to 8 Inch Partition Thimble



Cinder Sifter Shovel

Asbestos Stove Pipe Floor Thimble
8 to 16 inches



RESULTS OF SEVENTY

How did your stove business show up last year? Did it pay for the floor space it occupied? Have you really investigated every line of stoves made? Do you know the value to you and your trade that is put in

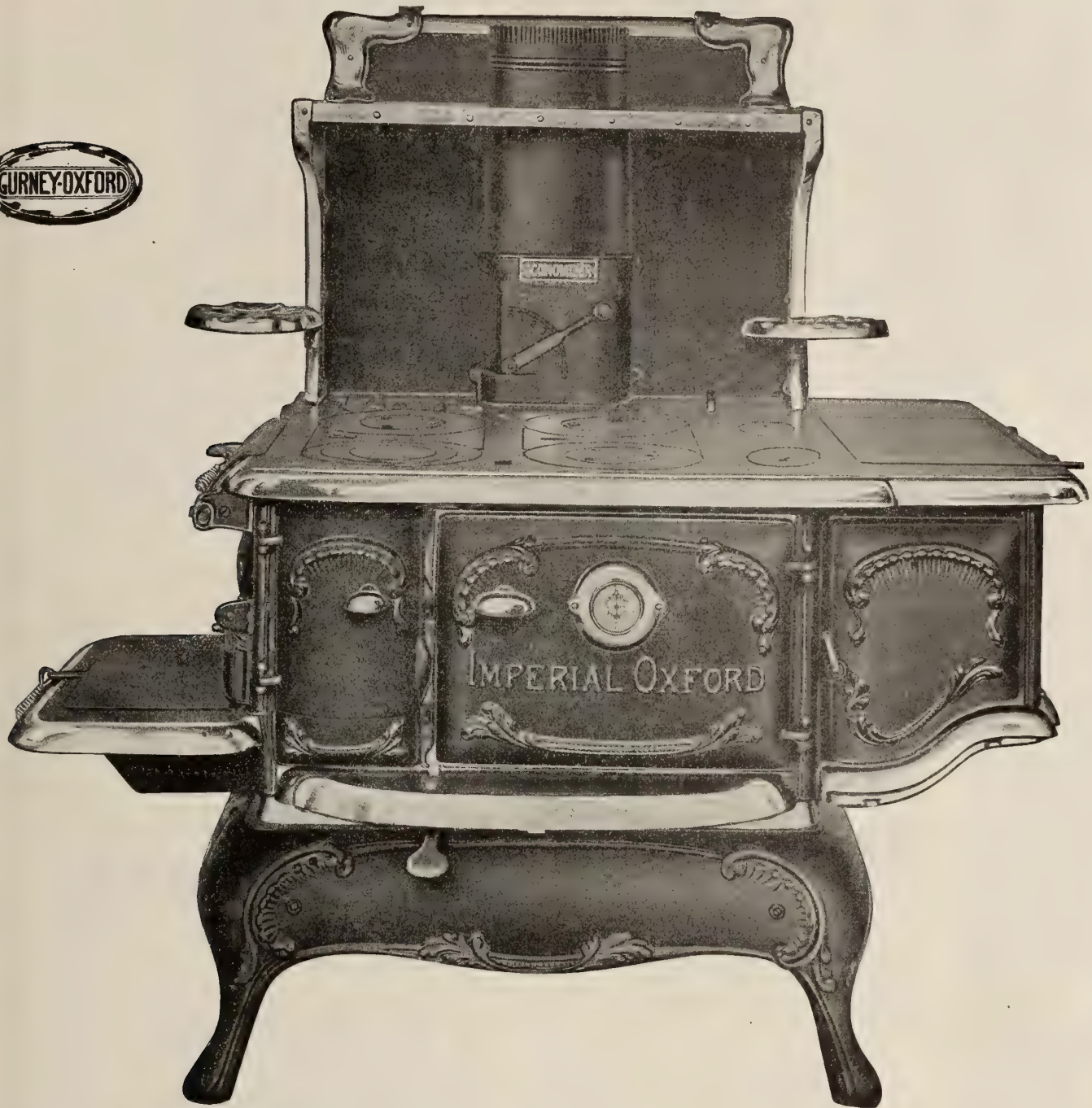
GURNEY-OXFORD STOVES AND RANGES

After making stoves for over 70 years, and after working out all the difficult problems in stove construction, we are producing articles like the illustrations. They are the handsomest stoves in Canada! We challenge comparison! And after all, isn't it that, that half sells a stove? Do you suppose you could induce a woman to spend \$40 to \$60 on an article that was unsightly and cheap in appearance? Furthermore, you have to convince madam that the stove will work and work properly. This is an easy matter with

The Gurney Foundry Co., Limited

Toronto

Hamilton



YEARS STOVE MAKING

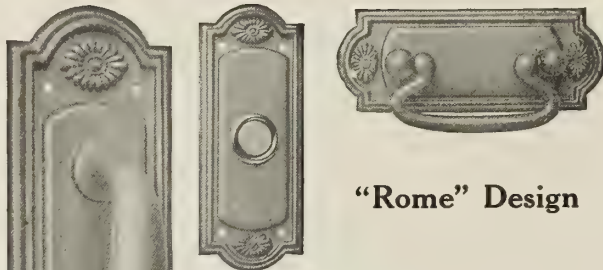
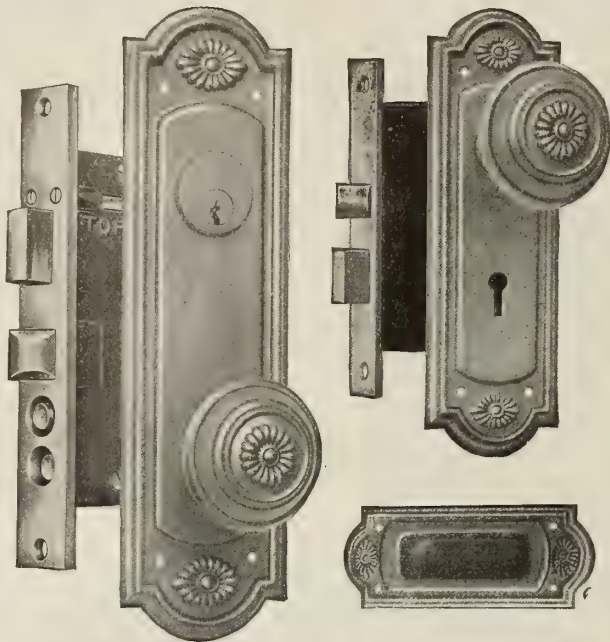
a Gurney-Oxford. For one thing she will know quite a lot about it, for every woman is going to read about the Gurney-Oxford this fall, either in your local newspaper or in the magazines. All you have to do is to demonstrate how the Economizer will positively save her a fifth of her coal bill, make better cooking possible, and minimize the attention necessary to the range. Then you can explain how the divided flue guarantees perfect baking; and many, many other points that are all printed on a card that goes with the range. With such convincing selling points as the Gurney-Oxford has, it changes the stove selling proposition into an easy matter. And remember these people will be half sold by our extensive advertising. This, together with our many selling helps, such as handsome catalogs, window dress, etc., puts the Gurney-Oxford "proposition" into a class by itself. Someone in your locality is going to be our agent. Are you going to leave it for the other fellow? "Better be the Gurney-Oxford man than the man against him."

Montreal

Winnipeg

Calgary

Vancouver



"Rome" Design

BUILDERS' HARDWARE

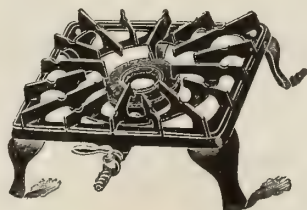
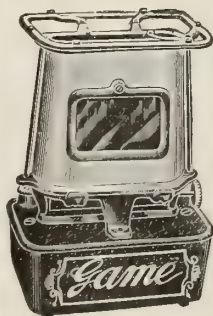
Oil and Gas Stoves

Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

*Send for complete descriptive
catalogues and price list of
over 600 items.*

**The Taylor & Boggis
Foundry Company**

Cleveland, Ohio
Sixth City



The "LIGHTNING" Freezer

stands ready to serve you in the same satisfactory manner in which it has served both trade and consumer for over a quarter of a century. The construction is of the same high class. It runs easy, freezes quickly and takes the smallest amount of ice and salt of any freezer made. The extensive advertising from season to season has created a permanent demand. It brings trade and helps you keep it.

Better Write Your Jobber at Once

NORTH BROS. MFG. CO.
PHILADELPIA, PA.

Black Jack



*Sold by
all
Jobbers*

3/4 lb. tins
3 doz. in case

Quick Clean Handy

AN UP-TO-DATE STORE FRONT



is an investment which will show quick returns in increased business.

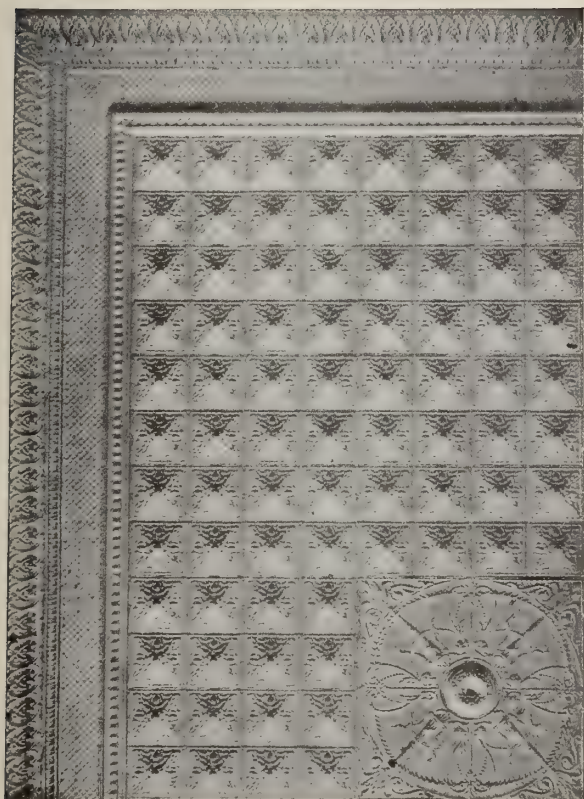
The cut shows the Williams Building one of Regina's largest buildings in which THORNE HOLD-FAST METAL-BARS are installed.

Thorne bars have greater strength than other all metal bars and have no crevices where dirt can collect.

Canadian agents for Thorne Bars

THE HOBBS MANUFACTURING CO., LIMITED

Factories and Warehouses at—LONDON TORONTO MONTREAL WINNIPEG



Metal Ceilings

in a variety of designs

Will be sold to many of the builders in your town. We can help you to get these profitable orders with plans and estimates.

Home made goods shipped promptly. Are popular. This includes metal building goods of all kinds.

*Write for Catalogue and
Price List*

WINNIPEG CEILING AND ROOFING COMPANY

P. O. Box 21865

WINNIPEG, MAN.

J. H. STILL'S AXE, PICK and SLEDGE HANDLES

Are the standard of quality in the Canadian hardware trade. All jobbers carry them in stock, and can supply goods on rush orders.

PROFITS ARE GUARANTEED

by selling goods of quality, as customers remember where they are supplied with articles that give satisfaction—and in no line is this more important than handles for axes, picks, sledges and other tools. Each article we produce represents the very best value for the money.

Write for catalogues and price lists.

J. H. Still Mfg. Co., Limited
St. Thomas, Ont.

Notice to the Trade

This is to inform you that we are now prepared to supply you with an exceptionally fine line of Brass, Nickel Plated Towel Racks in all sizes for the Bathroom and Kitchen

Write for Prices

The Pollock Mfg. Co. Limited

Columbia Place, BERLIN, ONT.

Manufacturers of
Bathroom Fixtures, Motor-Cycle and Bicycle
Lamps, Generators and Brackets
and Metal Specialties

Fruit Picking Time Will Soon be here

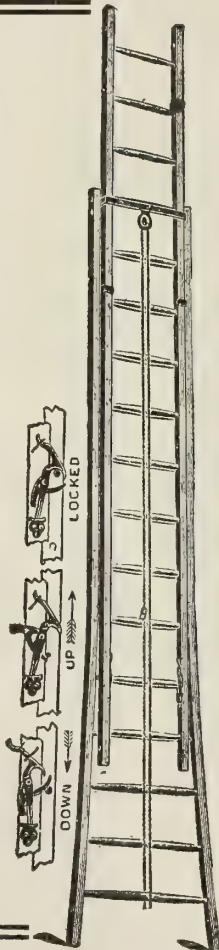
and the call will be for
extension, step and fruit
picking Ladders.

IS YOUR STOCK OF LADDERS COMPLETE

"Stratford" Ladders are
strongly constructed and
can be recommended for
the very hardest use in
orchards or for any other
purpose.

*Send a sample order and ask for one of
our catalogues if you haven't one on file*

**STRATFORD
MFG. CO., LTD.**
STRATFORD ONT.



"OVEN DOOR" "SPRINGS"

HAVING trouble?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.

The "GOOD CHEER"

The Furnace With

THE CIRCLE WATERPAN



The one furnace which has at last made possible a really delightful, invigorating and healthful warmth

The James Stewart Mfg. Company

Limited

Western Warehouse:
156 Lombard Street, Winnipeg, Man.

Woodstock, Ontario

The "GOOD CHEER"



THE STEEL RANGE DE LUXE

Easily the Handsomest
Range in Canada and
fairly bristling with good
talking points.

Design Registered

The James Stewart Mfg. Company
Limited

Western Warehouse:
156 Lombard Street, Winnipeg, Man.

Woodstock, Ontario

The "GOOD CHEER"

DOUBLE HEATER OAK

The Good Cheer, with its double heating feature, attractive design, duplex grates and solidity of construction, has become a staple heater with every dealer who has once stocked it.

Made in Two Sizes :

No. 154, 14 in. Pot No. 156, 16 in. Pot



The James Stewart Mfg. Company

Limited

Western Warehouse :
156 Lombard Street, Winnipeg, Man.

Woodstock, Ontario

The "GOOD CHEER"

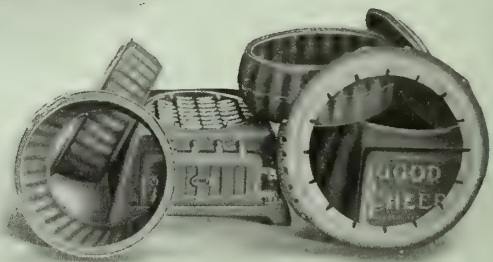
HARD SERVICE HEATER



Can't help being a powerful heater. Just look at the immense radiating surface, air blast ring, roller grates, high ashpit and its sectional construction—no bolts, simply pyramids in sections.

TWO SIZES

No. 517, 17 in. Pot No. 520, 20 in. Pot



Sectional View

The James Stewart Mfg. Company

Limited

Western Warehouse:
156 Lombard Street, Winnipeg, Man.

Woodstock, Ontario

The Toronto Silver Plate Co., Limited

Are manufacturers of Silverware of all kinds, both Hollow and Flat Ware, and of a quality of Plate absolutely guaranteed.

The T.S.P. Co. have been manufacturing Silverware of this kind since the year 1882, and are an entirely independent company, employing Canadian capital. Not in the Trust or members of any Silverware Association or Combine.

An
Illustration
Showing
the
Different
Processes
in the
Manufacture
of a
Louis XV
Tea
Spoon



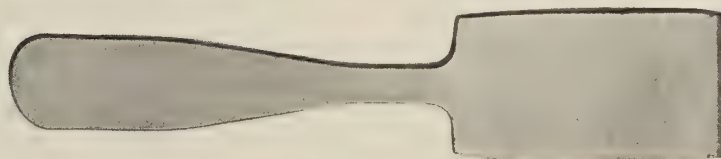
No. 1

Showing manner of
cutting Blanks from
sheet metal



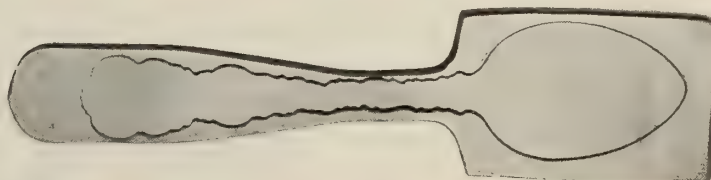
No. 2

The Blank Cross
Rolled



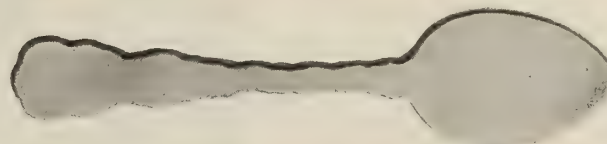
No. 3

The Blank Rolled
Lengthwise



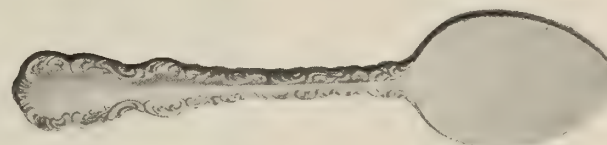
No. 4

Showing how Spoon
is cut out



No. 5

Spoon cut from the
Blank



No. 6

Handle struck in Die



No. 7

Finished Spoon

Factories and Salesrooms: West King Street, TORONTO

E. G. GOODERHAM, President



**Quick and
Profitable Sales**

Baxter Banner Gas Ranges

Sell quickly and profitably, while others take up valuable space on your floor and depreciate in value from month to month.

***These Special Features and Conveniences will
appeal instantly to your Prospective Customers***

Patent Divided Glass Oven Door

All the baking always in sight. No more food "burnt to a crisp"—everything baked exactly right. Glass guaranteed against breakage.

When open, the upper half containing the glass swings up entirely out of the way. The lower half goes down automatically and forms a perfect shelf, wide enough to pull the baking out upon—narrow enough so that a heavy roast can be put into the oven easily without holding it at arm's length over a hot oven door.

Sanitary Baked Japan Finish

Range body and castings have special, **non-rusting**, baked Japan finish. Beautiful and sanitary. Easy to clean.

Guaranteed Explosion-Proof

The oven burner cannot be lighted without opening the oven door. No cumbersome or dangerous pilot lights to get out of order, fail to ignite, or confuse the operator. "Safe and sane."

Aluminized Oven and Broiler

All the oven and broiler linings are covered with beautiful, silvery, aluminum bronze, making them bright and attractive.

One Oven Burner

Our single oven burner uses much less gas and does better work than the double oven burners on other ranges. This **one** burner serves **both** oven and broiler, insuring perfect baking and broiling at lowest cost.

Get our Catalog No. 39 and decide the Gas Range question right this Fall!

Notice to Jobbers

We are now looking for two jobbers to represent us—one in Eastern and one in Western Canada. In addition to Banner Gas Ranges, we make a full line of ranges for coal and wood, both steel and cast, and a complete assortment of heating stoves for coal and wood—all well suited to the Canadian trade. Let us send you full details of our special jobbing proposition.

***"The Banner Line will
Boost Your Business"***



PATENT DIVIDED GLASS OVEN DOOR
ALL THE BAKING ALWAYS IN SIGHT
"CAKE LIKE MOTHER USED TO MAKE"
IS EASY WITH THIS RANGE

No. 518-528 Banner Gas Range



The Baxter Stove Co., Mansfield, Ohio

Minneapolis

St. Louis

Lincoln

Des Moines

CINCH IT

Now is the time not only to "cinch" your own orders but to assure yourself of prompt delivery, by ordering from us

NOW

You must have many customers who are contemplating putting in furnaces or heating systems and who must make some decision soon.

Don't let the other fellow get these orders. Go after them right now and close them.

WE ARE READY TO HELP YOU

Our travellers go all over the country drumming up business *for you*.

If you have a problem a little out of the ordinary or some prospect you cannot close, drop us a post card immediately and we will have one of our experts go out with you to see this prospect and show the most economical method of installing a heating system.

Remember you make a friend of your customer every time you install a Pease Furnace or Heating System.

Our reputation of over 36 years in the manufacture of Warm Air Furnaces and Heating Systems affords an excellent example of a **TRIBUTE TO HONEST MANUFACTURE.**

Pease Furnaces are constructed from only the best materials.

PEASE FURNACES

Manufactured by

PEASE FOUNDRY COMPANY,
LIMITED.

TORONTO

PEASE-WALDON CO., LIMITED
WINNIPEG

PEASE PACIFIC FOUNDRY LIMITED
VANCOUVER

A New Hecla Furnace Catalogue

is just off the press and if you have not already received a copy, send a card and we shall mail you one immediately.

The catalogue explains in detail the value not only to the dealer but to the consumer of those distinctive features of HECLA Furnace construction such as Fused Joints, Steel Ribbed Fire Pots, Circular Water Pan, Cast Iron Combustion Chamber, Individual Grate Bars, etc., and shows how their advantages can be clearly and convincingly explained to a prospective buyer.

The present popularity of the HECLA Furnace is founded on its success in operation,—a success that is general from the Atlantic to the Pacific. The good will created by the many thousands of HECLA heated homes all over the country and the influence of the wide spread and systematic advertising which we are doing in the newspapers and magazines throughout Canada is of inestimable value to the men who install HECLA Furnaces.

Moreover we carry large stocks of HECLA Furnaces not only at Preston, but at convenient shipping points throughout Canada from which prompt delivery can be made.

There are still some points where we have no agencies. If there is no HECLA dealer in your town, write for a catalogue and get our proposition. We can not only help you sell furnaces, but help you sell them at a profit.

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec

HECLA

Warm Air

Furnaces



Hecla Features That Make Sales Easy

HECLA Patent Fused Joints

(No gas or dust)

Steel Ribbed Fire Pots (Patented)

(Save one ton of coal in seven)

HECLA Cast Iron Combination Chamber

(Makes for durability)

Individual Grate Bars

(Make cleaning easy)

Circular Water Pan

(Even distribution of moisture)

No.	Diameter of Fire Pot	Size of Fire Door	Capacity
116	16 inch	12 x 13 inch	10,000
119	19 inch	12 x 13½ inch	15,000
122	22 inch	12 x 14½ inch	25,000
125	25 inch	12 x 14½ inch	35,000
128	28 inch	12 x 14½ inch	60,000

Write for New Catalogue

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg

REYNOLDS & JACKSON, Calgary

RACE, HUNT & GIDDY, Edmonton

J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec

A NEW LINE OF PENINSULAR OAKS

THE HERO OAK

Plain Finish



Nickelled Finish



This new line of OAK Stoves follows the popular fancy for castings without any deep carving. The illustrations display the attractive character of the design. The doors are large and the durable bar grate is used. The price is equally as attractive as the design.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	100	110
14	14	120	130
16	16	140	150

Clare Brothers & Co., Ltd, Preston, Ont.

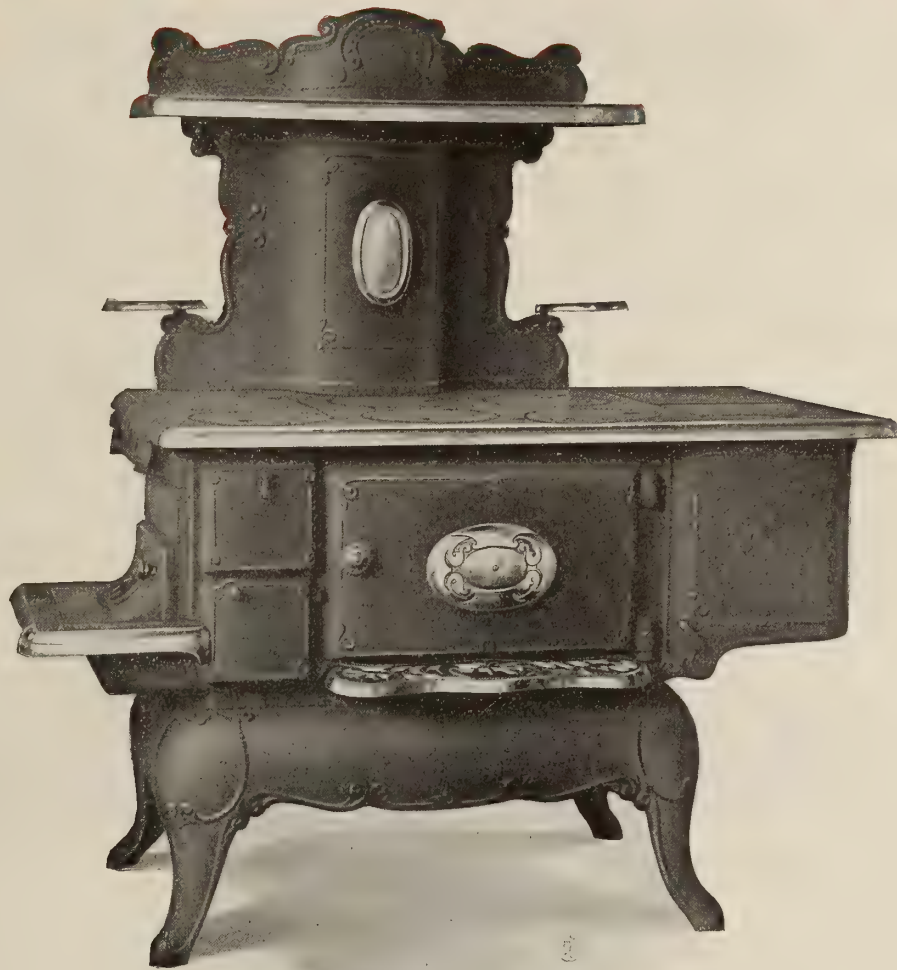
BRANCHES:

CLARE & BROSKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec

A New Peninsular Range



The Alert Peninsular

This is a new moderate priced Cast Iron Range with four or six hole top, oven 18 inch square, duplex grates and loose nickel trimmings. It is a very attractive range and will be a good seller.

No.	Covers	Size of Oven
49-18	4-9 inch	18x18x11
68-18	6-8 "	18x18x11

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST Limited, Winnipeg
RACE HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

THE MECHANICS' SUPPLY CO., Quebec



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.15 less 2%. In lots of 24, \$2.05 less 2%.

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, AUGUST, 1912

NUMBER EIGHT

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

THE COMMERCIAL PRESS, LIMITED

408-410 MCKINNON BUILDING, TORONTO

Phones Main 1274 and Main 3071

D. O. MCKINNON, *President*
W. L. EDMONDS, *Managing Editor*

WESTON WRIGLEY, *Manager*
E. A. FORSON, *Associate Editor*

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WESTERN ONTARIO - - - - -	GEORGE G. COLVIN
NEW YORK, 318 Broadway, Phone 2034 Worth	A. B. ABRAMS
CHICAGO, 4059 Perry Street	E. J. MACINTYRE
CIRCULATION MANAGER - - - - -	JOHN A. GIBSON

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Canada and Great Britain, \$1.00 a year; United States, \$1.50 a year;
other countries, \$2.00 a year

A Demoralized Furnace Trade

When prices are persistently cut in any given line of trade it is generally with a view to the stimulation of business. But the results obtained are often the opposite from those desired. Business ultimately languishes, and everybody suffers—the man who buys as well as the merchant or manufacturer who sells.

The hot air furnace trade in Toronto is a case in point.

For some years the competition in the "Queen City" has been so keen among the hot-air furnace men that business and not profits seemed to be the ultimate end sought. In some instances furnaces have been put in at as low a figure as fifty dollars.

When conditions reach that stage the natural concomitant is the scamping of work. And this is the situation in Toronto to-day. It is not that all work is scamped. There are many buyers of furnaces who insist on good work, and are willing to pay the necessary price in order to secure it. But scamp work is common where there is competition for certain kinds of work.

The result has been a serious injury to the hot-air furnace trade of Toronto, for scamp work must ultimately breed dissatisfaction among householders, who are the sufferers thereby.

It is this that has largely contributed to making Toronto such a hot water heating city that it is to-day, in spite of the advantages which in many instances the hot-air system has over the former.

Fortunately an evil often works its own cure. And signs are not wanting that we are on the eve of a better state of affairs. Both manufacturers and the leading installers are realizing that the cut-throat and the inferior installation practices that are so common to-day must cease. There has already been some organization with that end in view, and there is a probability of its expansion. It seems to be generally recognized that co-operation is essential to the preservation of the trade.

In other cities where competition has not stampeded those engaged in the trade, fair prices are being secured and good work is being done. There is no reason why this should not be the case in Toronto.

It only requires a little backbone in a few leading manufacturers and installation firms to ultimately swing the majority into line.

Now is the accepted time for devising ways and means of cleaning up summer goods that are likely to be carried over.

Revival of the Bicycle Trade.

That the bicycle is again coming to its own is very evident. In all the cities and towns throughout Canada its use is steadily increasing.

It may never become as popular as it once was for touring purposes. But for ordinary, everyday use—for getting to and from business and as a means of securing healthy recreation the bicycle is evidently destined to occupy a stronger place than ever.

This revival of bicycling is not without interest to hardware dealers. When the bicycle was so much in vogue a few years ago, many hardware dealers did a large and profitable business in bicycles and their accessories.

There is no reason why they should not again do so. As the price of bicycles is much lower, and, therefore, within the reach of more people, it should be possible to do even a larger business than before.

A number of hardwaremen throughout the country are already featuring bicycles. It would be perhaps well for others to look into the matter. There is a fair profit in handling them, and they often draw business in other lines covered by the hardwareman.

It is usually wise to be early with both buying and selling seasonable goods.

Good Stove and Heating Trade Outlook.

A large stove and heating trade may be expected during the next Fall and Winter. With the country growing as it is, little else could be expected. Over 1,000 immigrants a day are coming into Canada, and every family will require heating appliances of some kind.

For some years the stove and heating manufacturers of Canada have had an extremely busy time. In not a few instances they have been unable to supply the demand.

Our importations of stoves have increased materially during the last few years, they being about 59 per cent. larger than two years ago. The actual figures for the last three fiscal years being \$492,539, \$694,389 and \$782,878 respectively. The greater part of our im-

ports, of course, comes from the United States, from which country we bought during the last three fiscal years as follows: 1910, \$480,927; 1911, \$683,493; 1912, \$768,920. One rather interesting fact revealed by the preliminary report for the last fiscal year is the increase in imports from Great Britain, their value having doubled since 1911. Of course, the amount is not large, being only valued at \$8,915.

Profiting by the experience of the past, dealers have this season been taking delivery of stoves earlier than usual. Those who have done so are wise. To defer taking stoves into stock till late in the season might be dangerous, for there is not only the possibility of stocks in manufacturers' hands running low, but there are the transportation difficulties to contend with.

With the prospects of trade so excellent it doesn't pay to take any risks in regard to getting adequate supplies.

Are you planning to profit by the revival of the bicycle.

Ignore the Price Cutter.

If your competitor is a price-cutter don't follow in his footsteps. Blaze out a pathway for yourself. Let him plow his furrow alone.

When you have a line of merchandise that has been on your shelves an undue length of time, and is eating up interest as well as occupying space that might with advantage be given to more profitable lines, put it on the bargain counter by all means, but that is not cutting prices. It is getting rid of cumbersome goods at the best price that is procurable for them, although that best price may be less than the original cost.

It is better to lose 10, 25 or even 50 per cent. than the whole of the sum invested. And then it can sometimes be made a leader to attract transient customers to the store.

The price cutter, on the other hand, cuts from pure cussedness. He is looking for notoriety just as the man who risks his life to gain applause is doing. It does not matter to him whether the article is a quick or a slow seller, when the price-cutting spirit is upon him he slashes figures as he would sticks. To him to talk quality is to talk foolishness.

But he who talks quality and advertises quality will be in business when the blinds are down on the price-cutter's window.

Price-cutting may give notoriety, but it doesn't give reputation that tends to permanency.

With the waning of the Summer comes the opportune time for planning a vigorous campaign for the stove and heating trade of the Fall.

The Parcel Post Movement.

The United States Congress is still laboring with much industry on the parcel post bill, and although there is much opposition a measure of some kind will in all likelihood ultimately be passed.

One of the proposals before the Senate is to divide the country into six zones, the cost to vary from six cents for the first pound and two cents for each additional pound in the first zone to twelve cents for the first pound and twelve cents for each additional pound in the sixth zone.

While this plan is not based on the general principle which at present obtains in the United States it is more in line with the practice of the express companies. For that reason we may expect it to be more acceptable

to both the general retail trade and the express companies. At any rate it is evident that while the opponents of the movement to prevent the passage of a parcel post bill may not be successful, it is possible they may be able to have the present bill so amended that it will be less harmful to the retail merchants of the country.

A zone system would hardly be as acceptable to the mail order houses as one which would permit them to send parcels far or near without respect to rate. But their poison would be the ordinary merchant's meat.

Indirectly retailers in Canada are a great deal interested in the parcel post movement in the United States. They are aware that it is only a matter of time—and that probably only a short time—before similar legislation will be introduced in the Canadian Parliament. It has not only the backing of the mail order houses, but there are a number of manufacturers who are lending their interest to the movement.

In the meantime, as we have urged before, retailers throughout the country should make every effort to enlist the influence of their representatives in Parliament against a lower parcel post rate in this country.

Push your left over screens if you want to protect your profits.

Meeting Catalogue Competition of Department Stores.

Much of the business which goes to the large department stores from country points is due to the influence of the catalogues which they so widely distribute. A dealer here and there attempts to counteract this influence by getting out small catalogues of his own for local distribution, but it is naturally only the larger dealers who can afford to do this.

What, however, is possible only for a few dealers to do individually can be done by many collectively. The merchants in one or two towns have, in fact, already set the example.

It can probably be carried out in the easiest way where half a dozen or more merchants engaged in separate and distinct lines co-operate. But there is no reason why a group of merchants engaged in the same line of business could not do the same thing.

The competition of the department stores of the large cities is not a menace to one local merchant alone. It practically affects every merchant. This being so it should not be a difficult thing to enlist the co-operation of every dealer when the purpose is the welfare of all.

When compiling catalogues of this kind copies of those issued by the large department stores should be kept at hand in order that when giving prices the figures of the former may be consulted.

Besides giving prices it might also be advisable to have a well-written article in the catalogue pointing out that in dealing with local merchants consumers are not only enabled to buy just as cheaply, if not more so, at home as abroad, but that in doing so they are maintaining instead of destroying the home town.

The strategy that wins in business—in buying and selling, financing and man-handling—is based on mastery of conditions and analysis of the other man's moves; how it plays a part in the success of any transaction instances out of the day's work of business strategists show.

—George H. Cushing.

A Great Field for Business

Manufacturers and merchants who have not got their eye on the Great West must be suffering from defective business vision.

Things are moving in the Canadian West faster than in any other part of the world.

Settlers are going in there, not by the score, but by the thousand.

Enough people are making their abode there to establish every week a town of respectable proportions, and with new towns come new stores. Nearly 136,000 immigrants from outside countries entered the three prairie provinces last year, without taking into account the unenumerated thousands who from the older provinces of Canada settled there.

And one of the pleasing features about it is that

Manufacturers and wholesalers who desire to reap a rich harvest of business in the Great West should not delay in beginning the cultivation of the soil.

these immigrants have on an average five hundred to a thousand dollars apiece in their possession.

This is unique in the history of immigration. No other country ever had such an experience. It has become so common with us that we scarcely realize its import.

In the early days of Northern Europe, when civilization was dawning, the inhabitants, when population became congested or there wasn't bread enough to go round, were divided into three groups, with a noble at the head of each, and the group upon which the lot fell had to leave the country and make a home where by the force of arms it might be able to do so.

The immigrants who are landing at our seaports and crossing our borders come armed with nothing but a laudable ambition to participate with the native-born and kinsman who have preceded them, in the wealth and prosperity which this country promises to all those who are willing to take off their coats and work for its agricultural and industrial development. And the capital which they bring makes them doubly welcome.

The money expended by these new inhabitants in food, clothing, hardware and furniture is obviously very large.

It is no wonder the cry for the speedy forwarding of merchandise is so urgent and the indignation so pronounced when the inadequacy of the railway facilities prevents prompt shipment.

New inhabitants need new buildings. During the first six months of the year 19 western cities and towns issued building permits to the value of \$57,721,000, an increase of 42 per cent. over the same period of 1911. And yet the people are multiplying faster than houses are being built to accommodate them.

New towns are springing up on every hand. Last year about two hundred were born, and this year there will probably be as many, if not more.

Although the value of the crops last year was impaired by unsatisfactory weather conditions, the fields of the three Western Provinces produced wealth far in excess of that of any previous season, the amount be-

ing placed by the Dominion Census Bureau at over \$228,000,000. Then a couple of million dollars more may be added for the dairy industry.

Two hundred and thirty millions of dollars is not a bad little sum for a territory inhabited by less than 1,400,000 people to produce. This year the promises are still more auspicious.

Railway construction is still going on apace, and for this a betterment of existing equipment, roadways and stations, something like \$100,000,000, is being expended in the West, all of which will materially help to keep the mill going.

The rapidity and extent with which the West is developing bewilders one. No statistician or army of statisticians can keep tab upon it. And to those who occasionally take train from the East to the West and back again the astonishment is even greater than to those who sit at ease in the East and gather their information from newspapers and magazines.

That there is much business in the West for business men who want it bad enough to go after it, is a self-evident truism.

An enthusiastic French-Canadian statesman, now dead, once remarked that no man should be eligible for the House of Commons until he had at least made one journey from coast to coast. He said that several years ago, before the vision of the people of Canada in regard to things Western was as clear as it is to-day.

But if such a journey is necessary for a politician who aspires to a seat in the House of Commons, how much more so is it for a business man, be he manufacturer or wholesaler, who has an eye on the great trade possibilities of the Western Provinces.

"You not only need to go West in order to see the possibilities which the field affords," said the head of an eastern manufacturing concern who returned a few days ago from a lengthy trip to the Coast, "but you need to see how your goods are opening up when they reach your customers, and if they are just exactly what the market wants."

To heads of firms who personally spy out the land and back up their knowledge with an aggressive, intelligent business-getting policy, the Great West will certainly prove a market of almost limitless possibilities.

A couple of hundred new towns in the Great West this year will mean several hundred new stores in which hardware and stoves will be sold.

A PERVERSE CUSTOMER.

Some people are very hard to convince that they can buy just as well as at home, and when they do go to the city and get bitten, instead of quitting, they go back for more. The oftener you bite them, the better they like it. Mail-order houses will offer attractive bargains, illustrated with cuts that look fine on paper, and the farmer is often taken in.

The Merchants' Magazine heard of a case where a farmer had made a purchase in the city and knew he had gotten the worst of the bargain. He acknowledged this to a merchant he had been doing business with, and instead of resolving to buy at home in the future, said: "Never mind, I'll get even with them."

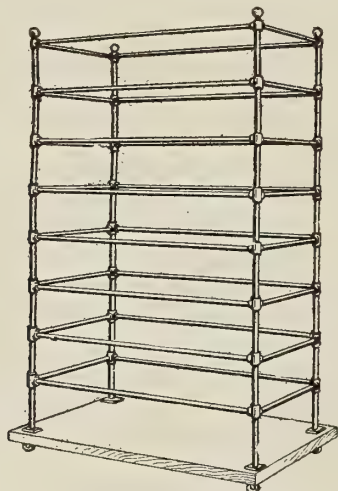
Business and Store Management

Where Do Your Profits Go?

By M. E. Sherry

The old adage that it is "the little leak that sinks the big ship" holds good to-day in reference to business enterprises just as much as it did in ancient times.

Were it possible to summarize the causes of failure in retailing and to enumerate the real causes that have led to the failure of many enterprises, it would



A rack for displaying wire cloth or other material. It is made of gas pipe.

be found that the vast majority of such failures are caused by the little leaks—those apparently insignificant details that the average business man is prone to overlook.

Leakages that take away profit and eventually lead to bankruptcy may result from a score of causes. It is usually not hard to trace the big leaks; they are soon obvious to the proprietor. But it is the small drains, those apparently insignificant losses that sap away the finances of a business and eventually cause ruin.

Poor bookkeeping is one of the foremost causes of business failure, and yet many a store owner would never dream that his bookkeeping department is the one in which losses result. Many a business house which pays excellent salaries to its salesmen is content to leave the management of its accounts in the hands of a girl clerk who works with one eye on the ledger and the other on the clock. A good accounting system has been installed, and apparently all that the girl has to do is to enter, post and balance—mechanical work you say, but is it?

Do you realize for a moment that perhaps on one overcharge you lose the full amount of that clerk's salary, and are you aware that many overcharges are not corrected when your bookkeeping is in the hands of cheap help? Bill clerks have a way of learning when no objection is made to "any old price" they choose to bill you for, and if your firm does not complain why should they change their tactics. You can

lose from ten to a hundred dollars a week alone on excessive charges on goods and be none the wiser unless your accountant discovers the loss.

Discounts are important. Many bills can be paid just as well within ten days after their receipt as within three months, and the saving you accomplish on such bills within a year should pay your telephone bills or the salary of a minor clerk. But are your discounts properly watched? The little printed line that says five or ten per cent. off in ten days is too often forgotten by the indifferent accountant, whose duty, in her estimation, consists in simply entering, posting and balancing—and letting it go at that.

Many leakages result from poor buying. A good-natured travelling man can wheedle many merchants into taking on surplus stock, or into taking flyers into the realms of goods whose saleable qualities he knows nothing about. Then after a few months these goods are consigned to the handy dump beneath the counter, and when the bill is paid you are out just that amount; a decided leakage that is often a heavy drain on a business.

One of the most dangerous classes of leakages results from the inability of storekeepers to figure properly the ratio of expense to profit, and to determine the exact percentage of profit they are making on goods—gross and net. A storekeeper who lets his business go placidly along under the impression that he is getting ten, twenty and thirty per cent. of profit on various lines, whereas after deducting expenses he is found to be making five, ten and fifteen per cent., will soon find himself in the bankruptcy court. That but few merchants do understand the art of figuring



Interior of the store of the Ross Hardware Co., Moose Jaw. Note the department in the centre for bicycles and bicycle accessories.

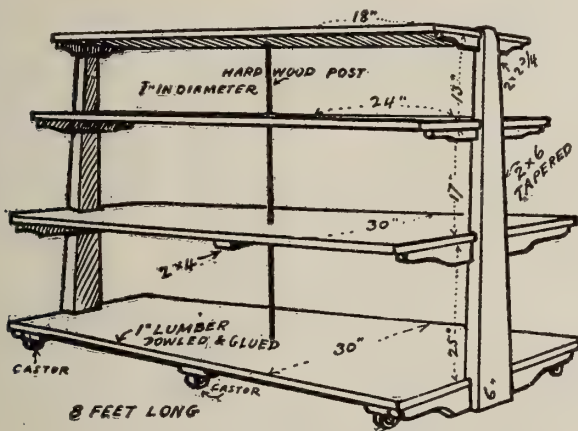
the exact cost of doing business and the exact margin of profit resulting after all expenses are deducted has been proven time and again. Good mathematics is the first essential in the conduct of any business. If you can't figure the thing out to your own satisfaction, get some one else to do it for you. It will save you money.

Vast sums are lost to merchants and business men

generally through carelessness and lack of economy in the use of writing materials and office supplies. So important has this loss become that many of the larger corporations now have a system whereby tab is kept on the quantity of pencils and stationery used by each worker.

Depreciation—that ominous name which yearly grows a little bigger on the ledger—may be stopped or accelerated according to the class of workers you have and the manner in which they are governed. Expensive office furniture, high-class duplicating machines and typewriters may, in the hands of unskilled office workers, suffer twice the amount of damage they would in the hands of skilled workers. Take this into account when judging your help. It is a big leakage.

Remember that it is not the brilliant sales records your men are making; it is not the thousands of dollars worth of goods they are disposing of, and it is not the imposing figures that appear on the credit side of merchandise account that spell success for you. It is the margin of profit you are making after all your expenses have been deducted. In these expenses you have got to include the leakages resulting



Display stand for kitchen utensils.

from a score of causes. The big cargo your business ship is carrying may help sink it all the sooner if the hull is taking in water in a dozen places.

In regard to figuring the cost of goods, Mr. Farrington in his excellent work on Store Management, says: The idea that, so long as most of the goods are sold for a price that covers the cost of selling and something besides, some articles can be sold for a gross profit and produce just so much "velvet" has passed by. There is only one way to make the store pay, and that is to see that every department produces its share of profit and pays its share of expenses. Of course, there may be times when goods must be sold for cost or less, either to get rid of dead stock or to bring trade. In the former instance the loss must be charged up against the department and deducted from the total profits, while in the latter the loss ought to be charged up to the advertising account.

If the store is not departmentized in such a way that every department can be called upon to show a reason why there is none, then it is necessary that much more general caution be exercised and all close sales watched carefully to see that there are not too many unnecessary ones. Any one can sell goods at a loss and draw a crowd—that doesn't require brains. Good salesmanship is the ability to draw the crowd and still sell goods at a profit.

QUALITY ENSURES REPUTATION.

By Frank Farrington

The reputation of your store depends upon the satisfactory quality of the goods you sell. If you must sell a poor article, see that the buyer understands that you do not guarantee it.

It is perfectly fair to increase your own trade by getting business away from your competitor, but don't allow yourself to do things merely to injure a competitor when it will not be playing fair.

To get more money than goods are worth by misrepresenting them to the customer, is nothing less than a form of stealing.

To put in a small stock of goods not in your regular line and proceed to make a leader of it by cutting all the profit off from it will not have a tendency to make friends of the men whose regular business is the goods you're cutting.

When truthful advertising will not sell your goods, the fault must be with the goods rather than with the advertising.

When a little store advertises a "Mammoth, Manufacturers' Mill End Sale," it advertises that it has little regard for the facts in getting up a sensational heading.

Don't claim that everything you offer is a bargain. Real bargains are the exceptions rather than the rule and people know it.

They say that "Well bought is half sold." That perhaps is true, but it is also true that until goods are more than half sold, they will put no money in the cash register.

The time for a man to sit down and rest under his business laurels is when he is ready to retire. When you stop rowing the boat stops going up stream.

Any business that you cannot get without discredit to yourself or your methods, is good business to leave alone.

Beware of the fellow who is always flattering you or patting you on the back. Some day he will have a favor to ask.

To encourage extravagance in a customer may help to-day's sales, but it will probably reduce to-morrow's profits.

We admire judicious economy in a man, but we hate stinginess. It is well to strive hard to hit the happy medium between these two.

The harder it is for your customers to get you to trust them, the easier it will be to collect from them.

If there is anything that discourages customers and sends them away to other stores it is to find you "just out" of something wanted.

The man who thinks he knows it all, who doesn't believe the trade papers can tell him anything about running a store, is the man who is always complaining about hard times and poor collections.

A SIX-TIME LOSS.

A sale made but not recorded is a six-time loss.

1. The cost of goods is lost.
 2. The profit that should have been made on the sale is lost.
 3. The time taken to make the same is lost, which time could have been spent profitably in other work.
 4. The labor of handling the goods, that is, while making the sale, is lost.
 5. The development of carelessness, which develops disloyalty, which develops questionable practices, which develops actual thieving, is a loss, a serious loss.
 6. And, then there is the loss from tracing the loss.
- There are your six—think of them.

COMBINATION OF HARDWARE AND GROCERIES.

A combination of businesses that is very seldom seen in this country is hardware and groceries. John M. Adam, St. Mary's, Ont., carries these two lines. He states they go well together and that his only regret is that he did not take on hardware long before he did.

For 24 years Mr. Adam was in the grocery business exclusively. Two and a half years ago he bought the hardware stock of a man that was going out of business and now has the two lines under one roof. Although in the same store, the two businesses are entirely separate. Two sets of books are kept and different clerks are employed for each line. The clerks

In the last six years Mr. Adam has moved his office four times to different parts of the store. The last time he did this his wife told him to put it on wheels and save future work. He is considering the suggestion.

A PAYING VENTURE.

About a year ago, G. A. Binns, Newmarket, Ont., purchased a Ford automobile at a cost of \$1,000. He states that he has found the car very useful in securing business and figures that in additional trade secured he has already made half the cost of the machine.



A section of Connell Bros. hardware store, Edmonton. The illustration is its own explanation. Courtesy is due A. F. Stephens Co., Limited, Winnipeg, for the use of this illustration.

on the grocery side are never allowed to help out those on the hardware side, or vice versa.

The appearance of the store is a pleasing sight, with canned goods and other groceries lining the shelves on one side and hardware on the other. Lighting fixtures in the hardware department also add to the appearance.

Mr. Adams is a great believer in moving the stock around so as to constantly give the store a fresh appearance. Every little while the stock on the shelves is moved from one place to another. Some dealers may put up the argument that this would confuse the clerks, but as it is the clerks themselves that make the changes, they very seldom have trouble in finding things asked for.

Frequently he hears of heating, plumbing and roofing prospects in the country and, without loss of time, has been able to call personally and, in most cases, close the deal. He also has found the machine very useful for conveying the workmen and material to jobs in the country.

While, of course, Mr. Binns takes considerable pleasure out of the car, his object in buying it was to make it a paying investment from the start.

"I know of one man," said Mr. Binns to the Journal, "whose business is going 'to the dogs' since he bought a machine. In my case, however, it has been the means of bringing a lot of extra business to the store, in addition to being a big saver of my own and my workmen's time."

Window and Newspaper Advertising

HINTS TO WINDOW TRIMMERS.

By H. R. Orr

This is, indeed, a day of progress to the hardware window trimmer. Through his show windows the hardwareman has an opportunity to advertise his stock advantageously and with economy. This is true, but the merchant should not be too economical. It is possible to make window displays without spending a cent, but it is a better business policy to make a reasonable appropriation for display. This money should be looked upon as an investment rather than an expense. Take, for example, fixtures which constitutes a good display, can be purchased at a very small cost. These will add to the effectiveness of the display out of all proportion to the cost. The same not only applies to fixtures, but decoratives. There are seasons and special occasions when decoratives are essential to a good display, such as artificial flowers or other decoratives. When a trim is put in it may not bring immediate results that are expected, but this does not mean, however, the display is a failure. The returns will come later. Persons who noted the articles shown may not have needed them at the time, but when they do need them, they remember the window in which they saw them.

There is not a line of merchandise that will yield greater returns than window trimming in the hardware trade, yet in no line is it more neglected. There are some hardware stores that put in good displays regularly, while others leave the display in for weeks or months, as the case may be. On the other hand, there are thousands of hardware stores that make practically no use of their windows, but pile in a heap a miscellaneous lot of merchandise and leave it in for a great length of time. Always arrange your stock in a systematic order and place price tickets on each article accompanied with a suitable background. The result will be surprising.

Do not forget that the public are continually on the lookout for that which is new and novel. Let it be no fault of yours that they do not know you through good window displays. Your displays should appeal particularly with the women's trade, in order to teach them that they can make their purchases in a hardware store as well as men. It has been proved that more people will pass the show window than there are subscribers in the local newspaper. If there is anyone who doubts this let him count them as they pass by. Just in recent years the hardware trimmer thought that a locomotive or something like it usually made out of kitchen utensils. The passer-by may stop and look at the display which has drawn his attention, but the displays of this sort are lacking in direct results. A pipe organ, locomotive, battleship, airship, etc., made by the greatest skill that could be obtained are marvelous in construction, but when it comes to a merchandise display it is an utter failure.

It is a common mistake to judge a window by the crowd that stands in front of it. A two-headed monkey in a window would draw a crowd, but it would not sell goods. The fact is, a show window is a first-class

salesman, and, like any other salesman, the more direct and simple it is, the more goods it will sell.

There are very few display fixtures that a hardware window trimmer needs, for instance a glass shelf 6 x 24 inches to 14 x 60 inches; in fact, they may be had in any desired size or shape. These may be used in a great many different ways, such as with extension supports or by hanging them one above another with jack chains. These shelves are very appropriate for the holiday season or any other season when one wishes to show this class of goods. Another suitable fixture is the rim of an old buggy wheel which when covered or painted can be used to a great advantage in displaying fishing tackle, guns and other merchandise of this nature. The wheel is bored full of small holes at different intervals so that the articles may be wired or fastened in place. This wheel rim may be used in drapery displays. Brackets, shelves, home-made pedestals, step shelves, scrolls, etc. All these when properly used will add greatly to the display.

In regard to seasonable displays, always display the goods in advance of the season, as there are many persons who plan their purchases a long way ahead. For instance, garden tools should be shown a number of weeks before they can be used. The same is true of sporting goods. The dealer who has his goods on



A display of carpenter's tools in the window of the Ross Hardware Co., Moose Jaw. It was striking, and attracted a great deal of attention.

display early captures a good deal of business that might be missed if he had waited for the opening of the season to put in his display that should be shown weeks ahead of the season. In a large city a display may be kept in for a larger length of time where the changing crowd is constantly passing the store it is not necessary to change as frequently as in a smaller town, where the crowd is the same day in and day out. A general rule a trimmer should observe is that a window should be changed at least once a week, and no display should be kept in longer than two weeks. Therefore, we may now judge what window trimming is, "it is simply the placing of your goods before the public in a manner that will attract business to your store." The trimmer should remember that it takes just a little more time and a little more patience to produce a good display, which is the only one that is fruitful of results.

A HARDWARE MILLINERY DISPLAY.

The Journal herewith reproduces, through the courtesy of the Abercrombie Hardware Co., Ltd., Vancouver, an illustration of a window display they made during the Easter season.

The designs were made to represent the various styles, shapes and colors of spring millinery, and that this was done successfully with articles usually found

in a hardware store is saying a good deal for the one who dressed the window.

The decorator in this case was a lady, and she exhibited a good deal of originality in producing such striking examples of exaggerated headgear so frequently seen on the street.

The articles used included griddles, roasting pans, wash basins, dish pans, wire netting, pokers, feather dusters, carpenters' tool basket, etc., all of which were arranged to represent nine different styles of hats. This display attracted a good deal of attention, especially among the ladies of the city, but whether it was the means of causing many direct sales is a question. The proprietors doubt whether it really did, but it was the means of making people talk about the Abercrombie store, so of course that would be of considerable benefit.

Preliminary to every advertising undertaking an effort should be made to elicit the co-operation of the clerks in the store. Their suggestions will often prove helpful. And certainly no advertisement should be published with whose contents and objects the clerks had not been made acquainted. To be unacquainted with the contents of an advertisement is not only likely to place the clerk in an awkward position when asked for something that is advertised, but it is a reflection on the store management. Even the man who delivers the goods should not be overlooked.



Note the particular striking effect of the "hat" made from a carpenter's tool basket, with feather duster to represent the plume. The scheme could be adapted for the Fall Millinery Season.

The Prize Window Display

By C. H. Smith of the Ashdown Hardware Co.,
Calgary

The background was constructed as follows: First—A red diamond centre made of bright red sateen and outlined with brass jackchain with a large white A in the centre, which is our trademark, the "Diamond A." On this centre was shown all kinds of butts, catches, house letters, bells, escutcheons, handles, etc. The corners, to make the diamond stand out well, were made of orange sateen, and were also covered with all kinds of butts, etc. The balance of the background was made of bright red and draped with brass chain and padlocks, and at each end were showcards advertising builders hardware of which we carry the largest and best assorted stock in the West.

The end of the window, which does not show in the photo, was covered with orange sateen and marked off in diamond-shaped spaces with galvanized and coppered sash chain, and in each space was shown either a letter box or gong-bell. The bottom of the window and step at back were covered with orange sateen loosely puffed on. There was shown a large assortment of mounted locks, store door handles, etc. Coppered chain was loosely draped all around, and in and out

about the mounted samples and butts and brass handles shown here and there to break the monotony.

In each corner of the window was placed a small green fern in a brass pot which added a little class to the display.

Taken altogether it was a fine display, and at night with the bright lights shining on the beautiful mounted samples certainly looked swell. All the goods showed up splendid on the red and orange. Their display attracted much attention and also was a good business drawer.

WHEN NOT TO ADVERTISE.

Will a merchant who is wise ever cease to advertise? Yes—when the trees grow upside down; when the beggar wears a crown; when ice forms on the sun; when the sparrows weigh a ton; when gold dollars get too cheap; when secrets women keep; when a fish forgets to swim; when Satan sings a hymn; when girls go back on gum; when the small boy hates a drum; when no politician schemes; when mince pies make pleasant dreams; when it's fun to break a tooth; when all lawyers tell the truth; when cold water makes you drunk; when you love to smell a skunk; when the drummer has no brass—when these things all come to pass: then man that's wise will neglect to advertise.



The Prize Window.—C. H. Smith, who arranged this display, was with D. W. Douglass, Campbellford, Ont., before he went West. He has for some time ranked as one of Canada's leading hardware window dressers. Mr. Smith is to be congratulated.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

Four Retail Advertising Methods

By J. R. Gamble

In my opinion there are at least four methods of advertising that can be made profitable to the hardware dealers of the small towns:—

1. Newspaper advertising.
2. Fence and tree signs and posters.
3. Show window advertising.

4. Circulars, leaflets and other advertising sent out by jobbers and manufacturers used in connection with personal work on the part of the dealer himself.

Newspaper advertising is the medium most commonly used by the country merchant and the one from which he derives the least benefit. Not because space in his county paper would not pay if properly filled with good reading matter, in which the farmer and his good wife would be interested, but for the fact that the advertisements of our country hardware dealers remind one of the letter head or billhead of his neighbor, the general merchant, which is something like this: "Office of John W. Jones, Dealer in Dry Goods, Notions, Hats and Caps, Boots and Shoes."

Hasn't Been Changed.

A little ancient, but it was good enough for his father years ago, and it hasn't been changed, although he hasn't had a pair of boots in his store for ten or fifteen years.

Of course the hardwareman who has his card inserted in the weekly paper, for which he paid his good money, appearing week after week and month after month, and reading somewhat like this, "John Brown & Co., Shelf and Heavy Hardware, Tinware, Stoves and Ranges," may think he is advertising his business, but he is merely contributing his share toward keeping up the county newspaper.

But with the help he can secure from the jobbers and manufacturers in the way of valuable suggestions and good cuts to attract attention to his advertisement, there is no excuse for the dealer letting his ad., though it be a good one, get stale. If we would make a study of advertising, selecting cuts of the proper size and in the right proportion, and if we would just think over the different lines that we could and should be advertising, our trouble would not be to think of something to take the place of the ad., which has been running so long that it reminds one of the appearance of Rip Van Winkle after his twenty years' sleep, but we would be trying to decide which lines we could best afford to leave out until the next change.

One Line at a Time.

Never advertise more than one line at a time. One particular line advertised at a time, and at the right time, will bring better results than calling attention to several different lines in one advertisement. Change your ad. often. Never let it run more than two or three issues of the paper, and here is where we country merchants are at a great disadvantage in newspaper advertising. The papers are published weekly, and

even if we change often, we cannot have more than fifteen or twenty different ads. during the year.

It is well to get all the help you can from the advertising experts of the jobbers and manufacturers, but their ready made ads. hardly ever seem appropriate for your particular trade. They do not know how to appeal to a dealer's home people as the dealer himself does; especially if the dealer studies his trade and knows the peculiarities of his customers as he should.

These experts can give you some very valuable points as to arrangement of advertising, the space required, the style of type, etc., but when it comes to describing

Useful Articles For House Cleaning

We have many articles you will need for house-cleaning. Look over this list and see what you require.

Curtain Stretchers, adjustable with loose pins.....	\$1.00
Step Ladders, all sizes, from 4 ft. to 10 ft. \$1.40 to \$4.00	
Scrubbing Brushes	10c to 35c
Mops, self-ringing and the small mop sticks.....	25c to 40c
Clothes Lines	20c to 50c
White Wash Brushes.....	25c to \$3.00
Brooms	50c to 75c
Clothes Baskets	\$1.25 to \$1.75

Pearl Bros. Hardware Co.

LIMITED.
Corner South Railway and Ross Streets.

PHONE 121

The Pearl Bros. who carry on business at Regina and other points in the West, are noted for the business getting quality of their advertisements. This advertisement is a sample. The original was 4 1/2 by 5 1/2. The firm almost invariably confine their advertisements to one line of goods which is wise. They are equally wise in quoting prices. The appearance of the advertisement would have been improved had the border been joined at the corners.

the good points of a certain plow to the farmers, or the cooking qualities of a certain range to their wives, the dealer is better prepared to write up the copy of his ad. than the other man, though he be an expert ad. writer, for he knows the people he is trying to reach.

Study Ready Made Ads.

Therefore, it is my advice to get all the valuable information of this kind you can, get the ready made ads. and study them, for there is much in them that you ought to know, and that you never would otherwise secure, with the good points got in this way, combined with your own plain, common sense, you will have an ad. that will not only attract attention but bring results.

By all means have two or three guaranteed lines that you are continually bringing before the public's attention. I do not mean by this to fill your newspaper space with these and nothing else; but advertise them in the papers occasionally, and call attention, at the proper time, to them in circulars, posters, etc.

For instance we have one particular line of tools and cutlery, one particular line of paint and one particular line of plows that we are always advertising in some way. We never let up, and the result is that we have built up a reputation on these three lines that has advertised us more than all the other advertising we have done.

The second method, the use of the fence and tree signs and posters, is good, but one of doubtful value.

Martin, Finlayson & Mather Limited

SCREEN DOORS

That Pesky Fly

Did it ever occur to you that it is possible to tell whether a man has screened his house by the way he greets you in the morning?

If you get a cheery "Good morning" and a smile put it down to screen. If he is short and crabbed you can make a mental note of "no screen" with more

SCREEN WINDOWS

That Pesky Fly

It is even more of being right than an even chance of being right. Screen has as much to do with a man's (and woman's) disposition as soap is to cleanliness. How would it do to pass two compelling screens to have a screen? Find you over (2) to read after getting nicely fixed near a good lamp on a warm summer evening? You are all aware with the world, and feel like founding libraries or donating medals for heroism, when along comes a June bug and tries to go everywhere at once and ends in a blaze.

If you are dreaming of finding Captain Kidd's hidden treasure, when you are awakened by the loud buzzing of half-dozen blue-bottles, and just have to get up. Better order your screen and doors now. June bugs usually come in May. We have a large assortment of spring hinges, checks, springs, latches and pulls.

SCREEN DOORS

That Pesky Fly

which cannot be shown here, and if you wish to make your own screen, we can supply the material. It was our intention to talk about poultry netting, but we can speak feelingly of screens and couldn't stop. Remember you will be much happier if you have screens, and you can get the best at Martin, Finlayson & Mather's.

Screen Doors of Special Quality

Doors 2 feet 6	\$1.25
Doors 2 feet 8	1.35
Doors 2 feet 10	1.45
Doors 2 feet 12	1.55
Doors 2 feet 14	1.65
Doors 2 feet 16	1.75
Doors 2 feet 18	1.85
Doors 2 feet 20	1.95
Doors 2 feet 22	2.05
Doors 2 feet 24	2.15

The price includes spring hinges, door pull, hook and eye complete with doors.

Window Screens to Fit all Windows

Our variety of these windows are too numerous to mention here. They are strong and durable. Our windows are the best and strongest that we can buy. Our prices range from 25c each to 50c each. We have everything to keep out the flies. If you have flies in your home, come yourself.

In Large Variety at Small Prices

Doors 2 feet 6	\$2.25
Doors 2 feet 8	2.35
Doors 2 feet 10	2.45
Doors 2 feet 12	2.55
Doors 2 feet 14	2.65
Doors 2 feet 16	2.75
Doors 2 feet 18	2.85
Doors 2 feet 20	2.95
Doors 2 feet 22	3.05
Doors 2 feet 24	3.15

The prices above include all fittings with doors. Ask to see our special oval top door.

GARDEN ROLLERS

These rollers are of English manufacture. They are strong and durable. There is no better roller made. We have them in all sizes and weights.

14 in. 115 lbs.	\$14.00
16 in. 155 lbs.	18.00
18 in. 215 lbs.	22.00
20 in. 275 lbs.	26.00
22 in. 335 lbs.	30.00
24 in. 395 lbs.	34.00

We have other poultry wire, No. 1 and 1 1/2 inch mesh, at all prices and all heights up to three, four and six feet.

POULTRY WIRE

24 ft. per 50 yards	\$1.00
24 ft. per 100 yards	1.90
24 ft. per 150 yards	2.80
24 ft. per 200 yards	3.70
24 ft. per 250 yards	4.60
24 ft. per 300 yards	5.50
24 ft. per 350 yards	6.40
24 ft. per 400 yards	7.30
24 ft. per 450 yards	8.20
24 ft. per 500 yards	9.10

Martin, Finlayson & Mather Limited

Phone Seymour 5890

45 Hastings St. West

Vancouver, B.C.

Good example of a seasonable summer advertisement. Martin, Finlayson & Mather usually do the right thing at the right time in advertising, and so do well. The original was 6 1/2 by 10 1/2.

It will discourage any of us, when driving through the country, if we see the signs we have gone to so much trouble and expense to put up, cut to pieces by some 'possum hunter's axe, or perforated by pistol balls put there as the result of a near beer or White Top jag or a Wild Cat whiskey drunk.

It is a source of pleasure, however, to feel that you have the most attractive signs on the leading roads coming into town, and to know that the prospective customer is having it brought to his attention every few hundred yards that yours is the one place to buy cheap, for cash, the very best stove or range or plow that is made. That these signs increase your sales to some extent there is no doubt, but they are very expensive, and unless they are placed with care on the most prominent roads, I doubt the use of them as being profitable advertising.

Show Window Advertising.

Show window advertising I consider is the most attractive that can be done. But we believe there are

comparatively few of the hardware dealers in the smaller towns who take advantage of this cheap and profitable method of advertising.

It is true that some have good windows and trim them regularly, but there are hundreds of others who make practically no use of their windows other than to crowd them full of miscellaneous articles and leave them there indefinitely, to become dust covered and shopworn.

Some of the manufacturers are getting up attractive window trims and are doing a world of business in educating the dealers in window dressing. The trade papers are also doing an educational work along this line. The same idea should be carried out in window dressing, as in newspaper advertising. Never crowd your windows with a conglomerate mess of different kinds of articles. One line at a time, well and attractively displayed, is much better. Of course show window advertising is not as valuable to the country dealer as it is to his city brother, for comparatively

Satisfaction in TOOLS

Is what every good mechanic is looking for. They want the quality which lasts and we are supplying just that quality. Tradesmen of all crafts appreciate our tools. You will, too, if you buy from us.

Mitre Boxes, each \$2.25; \$15, \$17.00
Chain drills each \$3, \$4, \$4.50
Brass Drills, from 75¢ to \$5
Corner Braces, each \$4, \$4.50
Ratchet Braces, each \$2.50, \$3, \$3.25, \$3.50
Ratchet Drills, ea. \$3.25 \$5.75
Mason's Levels, each, \$2.50, \$3.50, \$4.50, \$5
Carpenter's Levels, each, \$1.75 to \$5.00
Steel Pinch Bars, each \$1.15 and \$1.25
Hand Saws, each \$1 to \$3.50
Claw Hammers, each 25¢ to \$1.50
Tool Baskets, each 70¢ and 75¢
Steel Squares, each \$1.50, \$2.75, \$3.50
Iron Block Planes, each 30¢ to \$1.75
Iron Jack Planes, each \$3.00
Hand Axes, each 75¢ to \$1.25
Shingling Hatchets, each \$1.50, \$2.00, \$2.50, \$3.00
Lath Hatchets, each \$1.50, \$2, \$2.50, \$3.00
Oil Stones, each 35¢ to \$1.25
Plastering Trowels, each \$1.75 to \$2.50
Brick Trowels 90¢, \$1.50, each
Pliers, every style and size, per pair, from 20¢ to \$2.50
Monkey Wrenches, each 30¢ to \$2.00
Steel Tape Lines, 50¢ to \$8.00
Metallic Tape Lines, each 10¢ to \$3.00
Tool Grinders, each \$6.50 to \$10.00

Ashdown's
Quality Hardware, Quick Service

A Full Line of Floor Finishes

For hardwood floors or any kind of floor where a fine finish is desired. We sell everything in the line and of the quality which lasts.

"JOHNSON'S" FLOOR FINISH—ES include paste filler, paste wax, powdered wax, and Brightener always good and always popular.

"OLD ENGLISH" FLOOR WAX in 1 lb. cans, each..... 60¢
Brighteners—Per can..... 50¢

Floor Varnish—Our "Liquid Granite" Varnish makes a beautiful floor and gives a finish that lasts. Per Gallon..... \$5.75

"FLOORLAC"—A finish combining the color and varnish to apply in one operation, per tin, 35¢ to..... \$1.10

Floor Oil—We sell this in tins or in bulk as required. The quality is superior and it works smooth.

Floor Oils, each..... \$2.25

Sweeping Compound—Sold in any quantity required. Prevents the dust from rising. Per pound..... 5¢

Hair Brooms, each \$1.25 to \$3.50

Corn Brooms, ea. 25¢ to 75¢

Carpet Sweepers, each \$3.00 and..... \$3.50

Ashdown's
Quality Hardware. Quick Service.

A couple of ads from Ashdown's Calgary store. The originals were 2 1/2 by 8 1/2 and are two of a series which the firm have been running in the local newspapers. They simply give the news of the store in regard to the goods advertised. Although the ads are not large they arrest the attention and are good examples of effective advertising. The particular strength of the advertisements is in the quotation of prices. The test of this is the fact that without the prices the ads would be of little effect in selling the goods enumerated.

few of his customers see any one display if his window is changed as often as it should be. If, however, he has an attractive window, one that will challenge the attention and admiration of the man from the country, he will be sure to tell his family and his neighbors about it, giving a description of the display.

I call to my mind especially one sporting goods window with which we took special pains. It is a very large window and we wired it from floor to ceiling

with poultry netting, covered the floor with leaves and grass, put in a complete camper's outfit, consisting of a tent, guns, hunting coats, caps, shells cartridges, bucket and pan, pipe and tobacco, pet squirrels and rabbits, borrowed from friends, were seen running through a forest of small trees, and eating nuts, etc., which they were generously being fed by small boys. A pot hung on a tripod over some burnt wood and coals, an axe was stuck into a burned and charred pine log, and a lantern in which an electric light was placed hung in the door of the tent. At night the whole scene looked as if the fire had just gone out, and the hunters had turned in for the night. It attracted the attention of every one passing by and proved to be quite an advertisement for our sporting goods department. It is troublesome and somewhat expensive to decorate a large window in this way, but it pays well for all the trouble and expense. Of course it goes without saying that unless the windows are kept fresh looking and scrupulously clean they will produce exactly the opposite effect to that which is intended. They will repel rather than attract.

Matter is Often Wasted.

We now come to the fourth and last method mentioned, and the one I consider to be the most profitable to the country stores. I believe the very attractive and instructive printed matter sent out by the manufacturers and jobbers used in connection with the merchant's mailing list and handed out by his salesmen, wrapped up with purchases and inclosed with personal letters, bills and statements, to be the most valuable advertising the merchant in the small town can do.

The best method we have hit upon to keep this matter in order and ready for distribution is to have a shelf divided into sections just under the wrapping counter, where this matter can be so classified that the salesman can readily lay his hand on the particular kind to suit the customer waited on. In other words, we would not want our town customer to carry off in his or her package a lot of cultivator or disc harrow advertising, nor would we care to place a circular advertising tennis balls or other sporting goods in the package of a farmer, who would be much more interested in the cultivator or the disc harrow.

Will Make the Dealer Known.

We cannot understand how any live hardware merchant can afford to fail to take advantage of this inexpensive and very profitable method of advertising. This method alone in connection with the merchant's personal work would keep his firm so prominently and favorably before the public that he could, if necessary, dispense with all other advertising, and hold his own with all his competitors, who depend solely on newspaper advertising. By personal work, we mean the work of studying and catering to the wants of your customers. If you haven't what they want, get it—it makes no difference what it is—if it is in your line. Let them know that you are in the business to serve them to the very best of your ability. Shake hands with the men, be polite to the ladies, and always give them your personal attention, if possible.

ADOPT DEPARTMENT STORE METHODS.

How best to utilize the space contracted for in his local newspaper is a problem that doubtless worries nearly every hardware dealer.

It is a rule with many good advertisers to talk only

one thing at a time. With others it is a rule to attract attention to as many features of the store as possible without overcrowding the space. The choice between these two should be made according to the amount of space the advertiser uses.

It is difficult to give proper emphasis to several articles in one small space. It is much better oftentimes to exploit fully one article, with a good description and price, than to mention a number of things slightly.

If the advertiser has determined to use newspaper space he should not use it niggardly. Once having decided to use a generous amount, he should proceed to fill it in a way that will produce the greatest results.

Big department stores which make their advertising a scientific proposition pick some one or two articles from a dozen or more different departments for

**WATERSHED
COATS**

from across
the water

fine
quality

This is given as a sample of lettering, not for the actual wording of a card. See article on opposite page.

every large ad. The hardware dealer whose space is sufficient would do well to follow this plan.

For instance, in his ad. next week a dealer might feature a refrigerator, a gas or gasoline stove, builders' supplies and baseball goods or fishing supplies. Do not attempt to advertise your whole stock in these lines, but hold out some one good offer in each line. If you have a good, moderate-priced refrigerator, show a cut of it, with a good description and the price. Do the same with your leading and best selling gasoline or gas stove.

The Art of Card Writing

By L. Smeby

The author is a well-known instructor in card writing, and will answer and inquiry directed to this office, and pertaining to this work.

Practice the capitals of this alphabet in letters 1½ inches high. The correct size strokes are made with a No. 10 Rigger brush. The practice strokes for one stroke letters were shown in the June issue. If you have mastered the strokes, you'll have no difficulty in making the letters. The arrows indicate the direction and number of each stroke. Be sure and get all strokes

a good style for a beginner to practice, in order to become proficient in brush handling and finger movement. It is not adapted for speedy work as a perfect alignment is essential. Do not make short, choppy strokes, make your straight lines with a quick stroke and the curved strokes with a free sweep or swing. Lift your brush gradually before reaching the end of a stroke; work carefully and slow, study each letter, strive for perfection rather than speed. You will gradually acquire the necessary speed. After loading your brush with paint, do not apply directly on card, work the brush back and forth to a square chisel edge. If brush is charged with too much paint, you cannot get a clean stroke, as paint will spread where the stroke is first applied.

The two cards accompanying the alphabet are good examples of lay-outs. The capital and lower case make a good combination, providing your headline and reading matter is of strong contrast in size, and spaced so as to leave plenty of white margin on the card. 14 x 22 or half sheet cards are used. Remember that the lay-out and spacing are two very important things in showcard painting, a poor lay-out will spoil a card where lettering may be perfect, while less perfect lettering and a well-spaced card will prove quite acceptable.

A style of lettering more adapted for speedy work will be the feature in the next issue.

(See opposite page for other sample of lettering.)

STUNNING EFFECTS

SKILFULLY TAILORED

and presented to
you young men at \$ 20.

This is given as a sample of lettering, not for the actual wording of a card.

of same thickness, well squared, sharp corners, and well rounded curves.

For the lower case letters use a No. 6 brush. The brush must be made exact and on line in order to look good. It is not an easy style by any means, but it is



One stroke block alphabets

Canadian Trade News

The Peerless Heating Co., Limited, has been incorporated with a capital stock of \$100,000. Head office, Montreal.

The Olympic Powder Co., manufacturers of explosive, Toronto, Ont., have been granted Dominion charter. Capital stock, \$100,000.

The Onward Manufacturing Co., Berlin, recently booked an order through McNab Bros., of Orillia, Ont., for a large stationary vacuum cleaner plant which has been installed in the Catholic Church of that town. Among recent orders this firm has received is a contract with the C.P.R. to equip the furniture in their various Y.M.C.A.'s with these goods.

The Sarnia Fence Co., Sarnia, Ont., is putting up an addition to its plant.

The town council of Halbrite, Sask., has authorized the issue of debentures to the extent of \$3,000, to aid a tin tub manufacturing concern.

Hunter E. Burgess, who represents the McClary Mfg. Co., in Western Canada, was married recently to Miss S. Hortense McFadden, of Cayuga, Ont.

The Bridgeport Hardware Mfg. Co., Bridgeport, Conn., has appointed P. W. Robinson, 288 St. Paul St., Montreal, to represent them in Canada.

The contract for the erection of the new block for the Swift Current Hardware Co., Swift Current, Sask., has been awarded to A. M. Carleton.

The Wearwell Paint and Color Mfrs., St. Antoine de Longueuil, Que., have started operations.

The Capital Wire Cloth and Manufacturing Co., Ltd., has erected a plant at Ottawa, Ont. The building is of silicate brick construction, 42 x 100 feet, and 2 stories high. This firm will manufacture Fourdrenier wires and paper mill wire cloth of every description.

The Cassady-Fairbank Mfg. Co., Chicago, Ill., manufacturers of hardware specialties, have opened a New York office at 25 Warren St., where they carry a full line of samples on display. C. A. Michaels, formerly with the Christy Knife Co., will represent them.

Regarding the recent cyclone at Regina, Sask., Peart Bros. Hardware Co., Limited, write as follows: "So far as we are concerned, our loss is very slight, being mainly made up through blowing down a couple of signs and the taking away of ten or twelve portable granaries. This, together with uncompleted tinshop work in the area covered by cyclone, will probably make a loss of a couple of thousand dollars. Messrs. Armstrong, Smyth & Dowswell were less fortunate than we, as their loss on store, we think, will probably run about a thousand dollars, which is very much larger in proportion than our own loss. C. T. Laird lost his tinshop, but we do not know at what amount he estimates his net loss."

F. W. Hollingsworth, sales manager of the Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont., is now on his annual trip to the Pacific coast. He states that business in the West this year is exceptionally good and the optimistic estimates of the crop made earlier in the season bid fair to be realized.

F. W. Kelly, the Ontario representative of the Ontario Lantern & Lamp Co., Hamilton, is taking a two weeks' yachting cruise through the Thousand Islands and the upper St. Lawrence. He says he needs the rest to recuperate from his strenuous labors at the

O.R.H. and S.D. Association meeting at Guelph last February.

The Imperial Steel & Wire Co., Collingwood, Ont., is increasing its capital from \$200,000 to \$500,000.

The Marshall-Wells Hardware Company, which will be incorporated in the Province of Alberta, Canada, with a capital of \$1,000,000, has just closed negotiations for the purchase of Ross Brothers' business at Edmonton, the amount involved being between \$350,000 and \$400,000. The company also has leased the Ross building. In making the official announcement of the purchase of the business, the Marshall-Wells Company states its intention to increase the stock of goods and the variety of lines so as to be prepared to meet all the growing demands of that territory. The firm of Ross Brothers had its origin in 1879, when James Ross founded the business. He was joined by his brother, Fred Ross, in 1883.

Creeper & Griffin, hardware merchants, Owen Sound, Ont., have obtained charter, and will now be known as Creeper & Griffin, Ltd.

The Fuel Economizer Co., Limited, Hamilton, Ont., has obtained charter.

John R. Mears has assumed the management of the hardware and furniture store at Arcola, Sask., formerly conducted by W. A. Youngblud.

BUSINESS CHANGES.

Ontario.

Fort William—G. R. Colville started store.

St. Catharines—It is rumored that Robt. White and A. T. Howes will start a hardware store.

Manitoba.

Trancona—F. J. Lozo succeeds Campbell & Lozo.

Winnipeg—J. A. Tilt has bought out Gilmore & Co.

Saskatchewan.

Sintaluta—Wilson & Vallean have dissolved partnership, W. B. Vallean continuing.

Carnduff—Geo. Shortreed bought out Sparling & Shore.

Stoughton—A. L. Holly succeeds Doull & Banbury. Brownlee—Douglas & McDonald succeed C. W. Gimby.

Battleford—C. T. White will take over the business of Burlington & Speers.

Alberta.

Calgary—Middleditch & Co. opening store.

Medicine Hat—W. Emerston starting business.

Edmonton—Marshall-Wells Co. have bought out Ross Bros., Ltd.

British Columbia.

Vancouver—Geo. H. Watts succeeds the Bailey Hardware Co.

The new hardware store of Jos. Jardine & Co., Newcastle, N.B., is doing some effective advertising.

CANADA STEEL GOODS CO. EXPANDING.

A Dominion Charter has been issued to the Canada Steel Goods Company, with capital stock of \$600,000, the intention being to double the size of their present plant in order to largely increase their output.

"We are not yet ready to make a complete announcement," said Mr. Arthur F. Hatch, general manager, to the Journal. "We are planning to double our present plant, however, we having land available adjoining our factory. It will probably be October before our plans are completed."

What Trade Associations are Doing

Trade Relations Committee Report

At the National Retail Hardware Association convention at Detroit in June, which was attended by C. W. Conn, Tillsonburg, and D. A. MacNab, Orillia, representing the Ontario Retail Hardware and Stove Dealers' Association, and Fred C. Lariviere, representing the Montreal Retail Hardware Association, the following report on trade grievances was read by E. N. Howells, of Illinois, followed by an address by Henry Krueger, Neenah, Wisconsin, chairman of the Trade Relations Committee. Mr. Howell said:—

"This committee, called the Trade Relations Committee of which Mr. Krueger is chairman, has to do with the distribution of goods, and among other things, it covers catalogue house competition and other questions.

"Just at present there is a good deal of interest manifested by certain classes of people in the elimination of the jobber, or of the elimination of the middleman which I shall say covers more than the jobber. It includes the retailer also."

Mr. Howell then explained some of the fallacies in the minds of consumers relative to direct selling and buying, and showed where the consumer would not be helped by such merchandising. He said: "When I go to buy hardware I find myself in the same situation as the consumer, which in my case would be the jobber; I find no saving is effected. **I am not big enough to go over the middleman's head and save his profits, and I believe there are seventy-five per cent. of us who cannot, and there are twenty-five per cent. more that can only partly do it.**

Dependent on the Jobber.

"Under the present situation a large portion of us are dependent upon the jobber, and it is up to us to get busy with the jobber and straighten things out. He is the one to see, because he is the regular channel. If we can improve that channel, we want to do it. It is easier to make the attempt than to find a new one. There is a good deal that we ought to do ourselves along that line of work. We really ought to go to our middleman with clean skirts ourselves. There are quite a number of items of expense the jobber is under that we are responsible for. We should eliminate those if we can. Give him what help we can, then if he cannot do his part it is up to us to do something else.

The One Foundation.

"Along this line of work there is one foundation that all rests on that we do not want to forget, and that is that the cheapest method of distribution is the one that is going to live. If our method of selling goods is not the cheapest means for placing them in the hands of the consumer, it will be discarded sooner or later. It may not go out suddenly, but it will dwindle. It is now more on the dwindle than the up-grade. Bear in mind that **whatever we do must be to the cheapening of distribution. Trade agreements by**

which prices are held up are only temporary make-shifts."

Mr. Krueger's Address.

"The reason that we need a committee of this kind at all," began Mr. Krueger, "is that we are not buying our goods as cheaply as our competitors. The committee is too small. Four or five on this committee! Mr. Cormick says that the Hardware Association is like dropping a pebble into the water and the ringlets run out to the end of the pond. The trouble is the ringlets don't run out. Our officers can drop the biggest rock you ever heard of into this puddle of trouble and the rest of us set by and listen and do not work.

"There are a few things that the Association cannot do. It cannot buy your goods for you, or sell them. If you are running your business and expect to get anything out of it, the Lord knows you must put something into it. Put brains, work, energy into it and you will get something.

"How often have you had a man say to you when you have criticised him for selling to the mail order house. 'Well, buy in quantities and you will get the price.'

Shears and Wrenches.

"The selling of seconds is the biggest bunco of the whole business. I have been buying goods of the Crider Manufacturing Company, an off-shoot of the Wiss Shear Company. Everything they make is No. 1. The people are honest. I discovered that Sears Roebuck was selling the Victor Wrench which they make. I had been buying them for \$6 a dozen and selling them for 75c. Then I found that Sears Roebuck was selling them for 49c. I put it up to the president. He came back and said that unfortunately they had sold a bunch of seconds to Sears Roebuck, and thought possibly they had made a mistake. I wrote back to him that seemingly it was impossible that a concern that prided itself on the quality of its goods could make seconds enough to even tempt Sears Roebuck.

Sewing Machines.

"The National Sewing Machine Company is another one. A man came along the street one day, when I was in front of the store, about a year ago. He said, 'Mr. Krueger, how are you?' I said, 'I'm fine, but I can't place you.' He said, 'I am the National Sewing Machine representative. Have you made up your mind to put in sewing machines?' I said, 'No, and if I do, I don't think it will be possible for me to take up with your machines.' He said, 'Why not?' I said, 'You enjoy selling too many to mail order houses.' 'Yes,' he said, 'we do a good business with Montgomery Ward & Company.' I said, 'What part of your product do you sell to the mail order companies?' He said, 'About fifty per cent.' Then he got out his photographs and commenced to show his machines. He said, 'Here is your money maker. It will cost you \$17 and you can sell it for \$27 or even \$30 on the installment plan, and you are giving a man as good a machine as is made in

the world.' I said, 'That looks good. That is a good profit. What does Montgomery Ward sell that machine for?' 'Why, Mr. Krueger, they don't get that machine.' 'What do they get?' He said, 'We assemble our imperfect parts into a separate case for those machines, and stencil them, and the machines they sell are made from those imperfect parts.' I said, 'Guess we are through then.' He said, 'Why?' I said, 'I can't afford to patronize any concern where only fifty per cent. of its profit will pass inspection. If I was a stock holder in your company, at the next stockholders' meeting. I would move the the superintendent and one-half of the mechanics be fired, and that some one be put in that could so run the place that at least ninety to ninety-five per cent. of the produce would pass inspection.'

Enamelware Prices Cut.

"Last winter five of us hardwaremen took a walk the day before the convention and went down to the National Enamel & Stamping Co. We meet their Milwaukee manager, a mighty nice young man in hard luck. I criticised him for selling a bunch of enamelware to the Larkins Soap Company, that they put out for \$5, while his price to me was \$4.05. We argued on that a little, and he thought he would take a rap at the middleman. He said, 'Mr. Krueger, I am opposed to parcels post, and I have been writing to every congressman in the State of Wisconsin to do what he can against parcels post. A man up in the northern part of the state comes back at me and says every retailer is robbing the consumer. What do you say to that?' He thought he had me there. I said, 'He is right, and I will prove it to you. What will you charge me for the 180 enamel roasters?' He said, 'We have just changed the list on that, and those are \$18 a dozen, from which I will give you 10 per cent. off.' (We good fellows get 10 per cent. off you know, which will make the roaster cost us \$1.35 f.o.b. Milwaukee.) I said, 'What will be a fair price to sell it at?' He said, 'I don't know; what do you think?' I said, 'How would \$1.75 be?' He said, 'That is all right.' I said, 'Montgomery Ward's price is \$1.32 and Sears Roebuck's price \$1.27. Who is robbing the consumer? How about the same roaster without any enamel?' He said, 'I will make you that for 70c.' I said, 'Montgomery Ward's price is 72c and Sears Roebuck's price is 62c. You are the man who is making us rob the public.'

"I want to impress upon the delegates here that the National Retail Hardware Association or the state hardware associations cannot save your business for you. It is entirely up to the individual. I took this fight up about five years ago, and some people have even called me Roebuck. Our profits have increased and our goods sell for less money. It is all up to you. I will cite you a few cases where I have been successful, and also to one or two that have not been successful.

"There is the Sheboygan people who manufacture enamelware. Mr. Morse, their secretary, said: 'I am surprised at the way you have explained this to me. We have had but very few kicks from the retailer, and never from the jobber.' That shows how the jobber has been interested in the retailer's game. Mr. Howell did not make it strong enough. It is up to us to put it up to the jobber; if he wants to stay in this game he has to commence to work.

A Sharp Game in Razors.

"There is a razor made called the Carbo-Magnetic razor. It is advertised and costs us \$1.50; we are sup-

posed to sell for \$2.50. My brother asked me why I did not buy that razor. I said, 'I can buy it if you want it.' He said, 'All right.' This was at one of our store meetings. I said, 'Make out an order and address it to the Larkin Soap Company.' He replied, 'You will never get it.' I said, 'Make out the order for \$5 worth of Home, Sweet Home Soap and a dozen Carbo-Magnetic Razors.' The razors came and cost us \$1 each. You pay at wholesale \$1.50 each. I advertised those razors. I sent to Chicago and had an electrotype made. I didn't want to go to the company for anything. I advertised them for one week on the front page of our paper—

'On Saturday afternoon at 2 o'clock we will sell the celebrated Carbo-Magnetic Razor, which always sells for \$2.50, at only \$1.50.'

"Every day I wrapped one of those papers and sent it to Mr. Silberstein, the president of the cutlery company, who is an Irishman, as you can tell from his name.

"Saturday afternoon we sold some of the razors and ticketed the rest of them \$2.50. One day shortly after-



C. W. CONN



D. A. McNAB

Two of the delegates representing the Ontario Retail Hardware & Stove Association who attended the American Association's Convention at Detroit.

ward a slick-looking fellow came in, of the same nationality of Mr. Silberstein. He said to the clerk, 'Have you a razor called the Carbo-Magnetic?' The clerk said, 'Yes, sir.' 'What is the price?' '\$2.50.' He said, 'Can't you sell them for less than that?' The clerk said, No, sir; the price to-day is \$2.50. They did run a sale for \$1.50 but the price now is \$2.50.' The visitor said, 'I want to see the buyer.' I was called. The visitor said, 'Mr. Krueger, don't you know that the price on this is restricted?' I said, 'Yes, sir; but there are two concerns in the country that have no restricted price, and I am one of them. I bought these razors in the open market and bought them for \$1 and sold them for \$1.50; and what are you going to do about it?' There were no Carbo-Magnetic razors in the Larkin soap catalogue the next issue.

Soap and Cutlery.

"The Larkin people give nothing away for premiums. The best premium they know of is \$1 in United States money. Send and get a catalogue from the Larkin Soap Company and study page 3. That is the key to the whole situation.

"Now, I studied this catalogue because it was as-

signed to me by this committee in Chicago in February, and I made up my mind that I would buy a bill of goods from the Larkin Soap Company. I made up an order for Home, Sweet Home Soap, \$10 worth. They sell it at fifty per cent. off, so I just took the discount off to see whether it would go through at \$5. With my certificate I could add anything to it that I wanted. I added a No. 9 copper wash-boiler. The boiler came and I couldn't tell who made it. The next item was a set of carvers, three pieces. When these goods were unpacked, my son let out a yell when he saw who made the carvers. Every set of carvers in our store and almost every piece of cutlery had the same brand on it—Anvil Brand. The Meriden Cutlery Company had always stood up before me and said that they did not sell a mail order house on the continent. I took their representative's word for it. I was a little bit warm. I wrote to these people and asked them if I could get in on the discount. The box these carvers came in was No. 13. I found it in the catalogue, and it cost me \$1.70. The Larkins were selling it at \$2. I wrote to the company, asking them if they thought that was a fair profit. The president answered that they supposed they were giving these away as premiums. He sent his Chicago manager up, the very man who took the order. He said he took the order with pride. I said, 'How large was it?' He said, 'Thirty thousand sets.' I said, 'Do you think it is right to sell out fifty thousand retailers all over the country for thirty thousand sets to Larkin?' I have a letter signed by the president that Larkin will get no more of these carvers unless they will sell them at \$3.40. That is one more gain.

Carpet Sweepers.

"The next one is the Bissell Carpet Sweeper Company. You will find, in this catalogue, the Bissell Sweeper, called the 'Cyco-Ball Bearing, nickel plated trimming,' the same as the Grand Rapids or the Gold Medal, whatever brand you may buy that you are charged \$36 for, at \$2. I wrote to the company, and the treasurer said he couldn't give us the name Peerless, which is the name in the catalogue house, but could give us other labels at a cost of \$26. I didn't get much satisfaction, so I put in this order for two sweepers to the mail order house. Then I advertised the celebrated Bissell carpet sweeper and all the rest of it for \$2. I went to some of my friends and asked them to mail the advertisement to the Bissell Carpet Sweeper Company and see what they would say.

"Well, there was something doing. I got a letter from Mr. Shanahan. He came back and read the law to me from A to Z about restricted prices, and wound up by saying that he didn't think I was quoting a price on their sweeper when I called it Peerless. If I wasn't quoting a price on their sweeper, what the deuce difference would the price make? I wrote back and told him that I had before me a sweeper of theirs called the Gold Medal and the Peerless, both upside down. On the bottom of each was the statement that if the user had any trouble with the sweeper, she should go to the local dealer, who would see that it was properly taken care of. I said, 'You were careful enough to have the mail order house send them to us for repairs even though you don't protect us on the price.'

"The first thing I did was to establish that I had the Bissell sweeper, and I told him where I bought it. The next letter I got back he said, 'I will go to Buffalo next Wednesday to straighten this matter out.' I have a letter since that he had withheld over 600 sweepers from the Larkin Soap Company, and furthermore if

the Larkin Soap Company put out any more Bissell sweepers, they will put them out at the restricted price of \$3.25 each.

Safety Razor Blades.

"I don't know who the Ever-Ready Safety Razor Co. is. You can't get that bunch of people to sign a name. They sign it the American Safety Razor Co., and you can't find out who is president, secretary, treasurer, shipping clerk or anything else.

"They are advertising that razor with 12 blades through retailers at \$1. A little over a year ago I wrote those people that I was in the market for a batch of razors, but I wanted them fixed with 20 blades, the same as Larkin, so that I could retail them for \$1 each. They say Larkin was a very big customer of theirs and had taken in the last year 20,000 razors. I wrote to them again and told them we were contemplating putting out a lot of them, to travel with a lot of profit-bearing specialties, among which we would like to include Ever-Ready Razors, and that they could enter our order for 10,000 of these razors during the next year, commencing the first of the following month; they could look us up in Dun's or Bradstreets', or



FRED C. LARIVIERE
Who represented the Montreal Retail Hardware Association at the Convention of the American Association at Detroit.

inquire of any bank in our county whether we were good for the deal. But there was this condition to the order, that I was to get that razor so that I could sell you that razor, and that you could pass it out with 20 blades, to your customer for a dollar and make a profit. He came back and said, 'I can't make out whether you are crazy or joking. What do you suppose we will do with your dollar proposition?' I wrote back to him and told him there was where the joke was; that I was on the dollar end of that game, and that I didn't know what in hell to do with it.

"Well, I bought twelve razors with this other bunch of stuff here about two months ago. I advertised all the safety razors we had in the store and some we didn't have. I made a long list, and wound up with the Ever-Ready Razor with 22 blades for \$1. It was just about two weeks ago they sent a man up from Chicago, who seems to have charge of their Chicago business. He was a man, I would say, fifty to fifty-five years old. He pretended to be the man who opened the foreign trade. He went to all the stores in town and came to me last. He said: 'I have been to every drug store and every hardware store and I ought to have at least \$100 to \$150 worth of business out of this town, and I can't sell a single razor.' I said, 'What is the matter? you must be a poor salesman.' He said,

'No, you have blocked my game for me.' I says, 'I have blocked nothing. I have lots of razors and am selling them.' And I told him where I got them. He says, 'Do you mean to tell me you can buy one razor for a dollar?' I said, 'Yes, if we buy \$5 worth of soap.' The result is that I have the promise of this man that in the near future the razors will be taken out of that catalogue.

Do Some Investigating Yourself.

"Now, the main thing I want to impress upon you gentlemen, is to do a little of this work, each one, yourself.

"I want to bring up one thing right here. Our secretaries of different states and our presidents have quite filled the bill by seeing that the right report was made to our state associations of the National Convention. The reports of our officers are masterful. The meat of them should be dwelt on considerably. If the rest of you will go home and tell only these three items that I have been successful in, and get all the dealers busy, something will happen. If a bunch of letters go to these manufacturers, something is going to happen.

Discussion on Address.

Mr. Porter: "I would like to know if Wiss Shears are given as premiums by the Larkin Soap Company."

Mr. Krueger: "No sir. Lisk roasters are given by the Larkin Soap Company at a cut of 50c., and the Commercial News sometime ago had a communication from the Lisk people that they thought they were doing all right and protecting the retailer.

Cherry Stoners.

"I suppose most of you have a price list advancement on cherry stoners from the Enterprise Company. I had a promise by mail from the manager that he would meet me here. I wrote him and told him that if he would name a place anywhere this side of Philadelphia, I would take a day or two off and go and meet him. I met Mr. Asbury on the 14th day of March, a year ago, at 1.00, o'clock in the New Sherman House in Chicago, and we took lunch. Then I said, 'I have a good room up high away from the dust. Let us go up and talk. Before the sun goes down to-night you will say that Krueger gave you the worst calling you have had in your life.' And I think I made good.

"I handed him Sears, Roebuck's catalogue. I said, 'Mr. Asbury, are you a married man?' He said, 'Yes sir.' I said, 'If you were building a new home, would you select the hardware out of this catalogue?' He said, 'No.' I said, 'Do you think you would buy the furniture for your new home out of this catalogue?' He said, 'No.' I said, 'Why?' He said, 'Because I would buy a much better class of merchandise.' I said, 'Isn't it good?' He said, 'No, it is very ordinary stuff.' I said, 'Mr. Asbury, isn't it a reflection on your goods to find them in that catalogue?' He said, 'That is a new one.' I said, 'It is all right, isn't it?' He said, 'Yes, it is.'

"Well, gentlemen, I didn't want anything, but I asked Mr. Asbury what percentage of his product he sold to the mail order houses in Chicago. He said about five per cent. I said, 'Mr. Asbury, you remind me of the shepherd that left his ninety-nine sheep at the foot of the mountain and went up for that one that was lost. That worked like a charm in Bible times, but in this age of thievery these fellows are coming in, while you are away hunting the one sheep, and taking your other sheep, a dozen at a time.'

"He has promised to meet me again, and promised to write me. He has written me two or three times,

but has written nothing very encouraging. I think if he got a few letters from some of you people, I don't know but that we could win Mr. Asbury over."

Mr. Moys: "Which one did you write?"

Mr. Krueger: "Chas. Asbury. They sent out a circular a short time ago, advancing the prices of cherry stoners. The price of the No. 2 has advanced to \$5 a dozen, f.o.b. Philadelphia; and they say at the bottom that those who are in a hurry for them can get them in Chicago at an advance of seven per cent. By the time we pay the freight and get them home and so on, we ought to get a pretty fair price for them. So I wrote and told him it didn't leave us very much profit at 62½c., and the Chicago mail order houses are all selling them at 72c. He says, 'Unfortunately this advance took place after all these people had their catalogues out.' I wonder if those people got the notice. I think that they had the notice and stocked up before hand.

"You will find in Sears, Roebuck's catalogue the 25c. size of 3-In-One Oil for 15c., the same price we all pay. I put it up to the 3-In-One Oil Company, but, of course, they didn't sell them direct. The jobbers sell to mail order houses. No jobber in Chicago has stock enough at any one time to fill Sear's, Roebuck's demand.

"Gentlemen, just listen! The idea of a Chicago jobber, or any other jobber, having a stock of 3½ x 3½ old copper, brass finished butts to supply Sears, Roebuck or Montgomery Ward, or strap hinges, or almost anything else! It is the smallest hole I ever knew a manufacturer to try to crawl through when he says the jobber is supplying a house four times as big as the manufacturer. I said to one manufacturer, 'If you get busy, you can trace without any trouble, through which jobber they get your goods.' But they won't do it.

"Now, gentlemen, the whole thing that I want to impress upon you people is to start in letter writing, pass your troubles on. If you sell a man a knife or axe that is not good, he comes directly to you and says, 'This piece of goods is not what it should be.' If you overcharge him, he does the same thing. If you have been overcharged, go to the man that has overcharged you. If you don't know you have been overcharged, it is your business to find out. **These catalogues are free, and it is your business, if you haven't the time yourself, to assign them to some one of your clerical force to investigate these things.** I have made money in buying goods through pricing my wants by the mail order house catalogue, and if you will all work on that line and kick when you are overcharged, you are going to win."

Cut Prices in Planes.

Mr. Moys: "Have you had any trouble with the Stanley Rule & Level Company?"

Mr. Krueger: "I have not. From all reports I can get the Stanley Rule & Level Company is on the square."

Mr. Moys: "How is a man to buy their goods on a basis to compete with the mail order house?"

Mr. Krueger: "The Stanley Rule & Level Company does not sell the big mail order house, they claim; and the only place you will find their lines in the mail order catalogue is that of Montgomery Ward, the Bed-rock plane. They are picking up those planes in an underhanded way. If the Stanley Rule & Level Company comes up and says that they do not supply the goods, I will believe them. The worst competition we find on that class of goods is the department store. I met a man this morning who spoke with reference to that. Is he here?"

Delegate: "I have an advertisement cut out of one of the Boston papers, not from a department store, but where one of the hardware stores sold Stanley planes for less than I can buy them."

Discussion With Jobbers.

Delegate: "Have you ever had any experience in writing to the jobbers who sell the catalogue house?"

Mr. Krueger: "I have never written to a jobber, but I have called in person and talked to two or three jobbers. I went into a jobber's place from whom we buy goods every week. His travelling man has called on us once a week for perhaps thirty years. I walked in and said, 'How's business?' First I told him I wanted a meeting with him and three or four of his buyers. After they were all around me while I was getting a little paraphernalia out of my grip, I said again, 'How's business?' He said, 'Good.' I said, 'How's collections?' He said, 'Very poor. It is strange, but I can't account for it, can you?' I said, 'Yes sir. The average hardware man is not making any money.' He said, 'Why not?' I said, 'Because the jobber he buys his goods from comes to him every day or week with the same old stuff, and usually at the same old

to continue. I cannot go east for them. I kind of want to have the price, even if I don't take the quantity."

Mr. Thompson: "Can't Sears, Roebuck buy as cheap as the jobber?"

Mr. Krueger: "Sure. But the reason the manufacturer will sell to the mail order house as cheaply as to the jobber is because the jobber does not kick. It is just as I told one manufacturer last winter—'Is it the five per cent. that you are selling to the mail order houses that keeps the wheels of your factory going, or is it the other ninety-five per cent. of your product that the 50,000 retailers sell for you?' You ask any manufacturer if he is running his business on the mail order house business alone, and he will tell you no; that he depends on the jobbing and retail end of his trade."

PREPARING FOR A LARGER BUSINESS.

Revillion Wholesale, Limited, of Edmonton, Alta., has had plans prepared for a warehouse, costing \$250,000, at Fourth Street and Athabasca Avenue, where the corporation has a site of 150 by 135 feet. The structure of steel, concrete, pressed brick and cut stone, will be six storeys in height, plus a full basement, with walls of sufficient width to carry two additional floors. Work will begin as soon as the men and materials can be assembled. Two shifts of men will be engaged to rush the work day and night, the aim being to complete the building early next January.

J. E. Brown, local manager of the company, says the hardware sample rooms will be the most modern in Canada, being finished in quartered oak with glass show cases and other high-class fixtures. The floors are to be of hardwood. There will be three freight elevators, one of the spiral gravity type for sending heavy ware from the upper floors to the shipping floor and basement.

The firm, which is one of the most important of the kind in Canada and a leader in the western provinces, was recently re-incorporated under the laws of Alberta with a capitalization of \$1,000,000. It operates the Acme retail store at Jasper Avenue and Second Street, with wholesale departments in Second Street, and deals in hardware, groceries, and dry goods, the stocks being complete in every detail. The company, the principal owners of which are the Revillion brothers, also does an extensive business in furs, having its own traders in the north country.

HELD ANNUAL MEETING.

The annual meeting of the Ontario Lantern and Lamp, Limited, was held recently at their office at Cannon and Ashley streets, Hamilton, and was the best attended meeting of past years, every shareholder being represented. The annual report was read by the president, W. H. Ginder, and attention was drawn to the excellent financial condition of the company, a net increase of 45 per cent. over the previous years' business being shown. The president mentioned the severe loss the company had sustained in the death of P. D. Crerar, K.C., the company's secretary, and it was moved and seconded that a letter of condolence be sent to the family.

The Board of Directors was increased from five to eight, and executive board was elected. The following were elected officers for the ensuing year: President, W. H. Ginder; Vice-President, F. W. Gates; Secretary, G. H. Levy, and E. Goodwyn was again appointed Treasurer.

JOBBER MUST ASSIST RETAILERS.

The accompanying report of the Trade Relations Committee made to the National Retail Hardware Association at its convention at Detroit a month ago, makes very interesting reading, and is of sufficient interest to Canadian hardwaremen to warrant its republication complete from the columns of the National Hardware Bulletin, the Association paper across the line.

The same problems which injure retail hardwaremen in the United States affect Canadian hardwaremen, though possibly in a smaller degree, but the evil will grow if Canadian hardwaremen do not bestir themselves.

What Canadian retailer will lead the way in reporting to the Retail Hardware Associations the result of similar investigations to those made by Mr. Krueger, who conducts a hardware store in Neenah, a small town in Wisconsin.

The future of the jobbing, as well as the retail trade, depends upon fair dealing upon the part of manufacturers, and those who play a double game should be exposed.

prices, and he is paying too much for his goods.' He said, 'Well, what for instance?' I cited him to Royal Enamelware, and to a number of other things which he was selling. Finally, I pulled out a lock; with old copper finish, escutcheon and key, and passed it to one of his buyers. I said, 'Whose lock is that?' He said, 'It is Sargent's.' I said, 'What will you sell those locks for?' He said, 'For \$9.50.' I said, 'That is the lock Sears, Roebuck sells for 77c.' I said, 'And the manufacturer is a coward.' He said, 'Why?' I said, 'He won't put his name on it anywhere.'

"I talked to him along those lines on a dozen or forty items. They wanted to know what in the world to do. I said, 'Go hire some of Sears Roebuck's buyers. You are fine fellows and have good goods, and your service is good, but you are in the same fix we are—you pay too much for your stuff.'

"The jobber is in the same fix we are. If you kick to the jobber, he will go and kick to the manufacturer. Take, for instance, Stillson wrenches. They have dropped off considerably since that list was published in the Bulletin last November. There are better prices too on wrenches all along the line. Everybody has them. Simply because the jobber has commenced kicking. I am buying wrenches of jobbers yet, and expect

Market Situation

THE HARDWARE MARKETS.

Trade in all lines of hardware continues good for this time of year, according to the jobbers. Usually there is a noticeable falling off in business at this time, but this year the result has been entirely opposite and everything is moving well.

There is a good sorting trade being done in fly screens and screen doors. Business in this line this year has eclipsed all others, due, no doubt, to the "swat the fly" campaigns being conducted all over the country. Refrigerators and ice cream freezers are still moving in small quantities.

Farm and harvest tools are the main feature in the retail hardware store just now. Jobbers report a fairly good sorting trade at present, but the regular season was away above their expectations. Threshing supplies are now going forward and a good season is looked for in these.

American manufacturers of screws recently reduced their prices and Canadian makers had to follow suit. Now, however, a reaction is looked for and it would not be surprising to see higher prices before long.

A change has been made in the basis in which steel wire nails are sold. Up to this time $4\frac{1}{2}$ inch, as well as 5, $5\frac{1}{2}$ and 6-inch have been sold at the base price, but list adopted by Canadian wire nail manufacturers puts $4\frac{1}{2}$ inch 5 cents above base price. Advance over base price on new scale of 3 to $3\frac{1}{2}$ is 10 cents, on $2\frac{1}{2}$ to $2\frac{3}{4}$, 15 cents, on 2 and $2\frac{1}{4}$ inch, 30 cents; on $1\frac{1}{2}$ and $1\frac{3}{4}$ inch, 40 cents; on $1\frac{1}{4}$ inch, 65 cents, and on 1 and $1\frac{1}{8}$ inch, \$1.

A good trade is expected in household goods this Fall. The last six months have seen an excellent trade done. While there was a slight slackening off during March and April, due to the cool season, it has since made up for it and there is a feeling that the Fall season will be bigger than ever.

Plated and bright steel butts will likely take another advance. On June 1st these goods advanced 10 per cent., and shelf brackets went up 15 per cent. In spite of this rise, Canadian prices remained about 10 per cent. lower than those in the States. On June 24th American manufacturers put their figures up another 10 per cent., so everything points to a further increase. The main reason for these advances is given in the increased price of raw material. Materials entering into the manufacture of these have been going up in price for some time, and as there is every indication of decided firmness in these metals, the new prices will likely hold.

PAINTS AND OILS.

There is still a good seasonable demand for prepared paints, and while it is not as good as it was a month ago, it is excellent for this time of year. The linseed oil market has shown several changes during the past month and there is a very uncertain tone all along the line. At present it is inclined to be weak, but cable advices received just before going to press lead one to believe that the market is stiffening and it would not be at all surprising to see higher prices before long. There got to be a kind of a panic in the market lately, and prices went much lower than was warranted. When prices dropped, people in the Old Country who had

any quantity of oil, got frightened and started to dispose of their stocks. One or two started, the rest followed, and the result was that the bottom of the market fell out completely. The present price is 96 cents for raw and 99 cents for boiled, but indications are that these figures will not hold for any length of time.

Turpentine is steady at 67 cents a gallon. This price has held for some time, and it is unlikely that there will be any change, as dealers feel that it has reached its lowest spot.

White lead is now quoted at \$7.80 for pure and already there is talk of the price going to 8 cents or over before August is out. It may come before the middle of the month. There is an unusual demand and lead is scarce on the foreign markets. Pig lead is high, which naturally means high prices for corroded lead, and this, in turn, makes the price of lead in oil. The market is decidedly firm and there is no chance of lower figures.

THE METAL MARKETS.

The demand for metals of all kinds is extremely heavy and there is a shortage in all lines. In fact, it is felt that it will be almost impossible to secure some kinds of metals by the time Fall comes around. Sheets and bars appear to be the lines on which there will be the most difficulty. Building operations have been heavy of late, and this has caused such a demand for metals used in building that jobbers and manufacturers have been unable to supply the demand. The result has been that other commodities have had to be used.

The copper market remains fairly firm in spite of a weakening felt in foreign markets. There is a heavy demand and present prices will hold for a while at least, when they may go higher.

There is a heavy demand for plates and sheets and there is every indication that this will keep up. The market is firm at present prices and dealers have no fear of purchasing their stocks now; in fact, there may be a shortage later on.

Pig iron is firm, with an excellent demand. No change in prices has been noted.

Some trouble is being experienced by jobbers in getting shipments of lead through. This is causing a marked shortage and giving a firm tone to the market.

ADVANCE IN LOCKS.

The Miller Lock Company, Philadelphia, Pa., advise Canadian Hardware, Stove & Paint Journal that there was an advance of 10 per cent. on brass padlocks dating from August 3.

HARDWARE MEN BEREAVED.

During the past month, two hardware men, well-known throughout the province, suffered sad losses in their family. On July 17th, C. Macpherson, father of W. F. Macpherson, Prescott, Ont., passed away. The late Mr. Macpherson was 79 years of age, and was well known to the hardware trade, having been for some years in his son's store.

Miss McClung, daughter of S. B. McClung, Trenton, Ont., died suddenly on July 9th. Miss McClung acted as bookkeeper for her father for several years, during which time she became well acquainted with the hardware trade. Much regret has been felt at her sudden demise.

Stoves and Housefurnishings

Shortage of Stoves Imminent

Conditions in the stove and furnace trade in Canada are very much like they were at this season last year only that they are worse from the standpoint of heavier orders and smaller stocks from which to make shipments.

Last year's enormous demand for heating and cooking apparatus, caused largely by the heavy influx of population into the Western provinces, left the warehouses in the Western jobbing centres, as well as at the foundries, bare of stock, and the long and steady winter enabled all but a few isolated retailers to dispose of the stoves they had in stock.

A bare market, therefore, confronted stove foundry-men this spring, and, with every prospect of a big year before them, efforts were made to build up stocks. Many carloads of ranges sent to Western warehouses this spring, however, have had to be used to fill early orders, and very few manufacturers have been able to build up their stocks to anything like what they should be at this season.

In view of this condition, Canadian Hardware, Stove and Paint Journal a month ago urged readers to place orders early for their fall requirements in order to make it reasonably certain that delivery will be made of the lines ordered.

With the system of dating all stove orders on Sept. 30th, retailers will be standing in their own light if they do not take advantage of the opportunity to obtain shipments before manufacturers are booked to their capacity. This particularly applies to dealers in Western Canada, where, in addition to the danger of unfilled orders (an experience which many Western hardwaremen had last year), there is the additional difficulty experienced in securing prompt delivery owing to car shortages and delayed freight shipments.

The Journal's prediction of a stove shortage last fall was fulfilled, and the outlook being for an even greater shortage this year, wise dealers should lose no time in ordering and taking into stock their fall requirements of stoves and ranges.

TROUBLES WITH CHIMNEYS.

What hardware man who handles stoves has not had causes, or both—either that the woman is not working right? And what hardware man can say that the fault, in 99 cases out of 100, is due to either one of two causes, or both—either that the woman is not working the stove according to directions, or that the trouble is due to a defective chimney? When the latter is the cause of the trouble, it is a difficult matter to remedy the matter. Sometimes all that is required is to have the chimney thoroughly cleaned, but there are many other causes which can not be overcome. Very often the lay-out of the house and the position of the chimney will not permit of a range giving its best work. This the stove man can not very well overcome.

Then, too, it often happens that there is a range or a heater in the kitchen proper and a wood-burning stove in the summer kitchen. One chimney furnishes the draft for the two stoves, and it stands to reason that not the same good work can be had.

John Hainsworth, Berlin, Ont., recently had an experience in remedying trouble on a stove, one which, no doubt, other dealers have had.

"A short time ago," said Mr. Hainsworth, "I received a complaint from a woman to whom I had sold a stove, that it was not working right. She could not understand why, as she was operating the range in the way I had told her. One of my men and I went out to see what was the trouble. We went carefully into the matter, examining the range carefully and trying to cook with it. Still we could not find the cause. We asked the lady if there were any openings in the chimney, and being told positively that there were not, were more at sea than ever. We were on the point of returning home and writing to the manufacturer, when I said to my man, 'Come on, Jim, we'll investigate for ourselves. She says there's no openings, but we'll make sure.' We went down cellar, and there found an opening a foot wide, through which soot and ashes were dropping. No wonder the stove wouldn't work. It pays to make sure of a thing."

JAMES STEWART MFG. CO.'s PICNIC.

The 5th annual picnic of the James Stewart Mfg. Co., Woodstock, Ont., was held at Fairmount Park, on July 20th. In spite of inclement weather, a large crowd attended, and this year's outing was voted "the best ever."

An interesting program of sports was prepared by the committee in charge, including races of all kinds for young and old and lean and fat. The baseball game between the married men and Lonely Bachelors was an interesting event. After nine innings of strenuous playing and fierce umpire-baiting, the "Lonelys" were returned victors 5-4.

Two unique features were a contest for the most popular lady and the most handsome gentleman on the grounds. The former contest went to Miss V. Kelly, while the suffragettes (only women were allowed to vote for the handsome man) decided in favor of Geo. Childs, Sr.

Annual outings of this nature are to be commended. They serve to create good fellowship among employees and do much to raise the standard of efficiency all through.

Keep an eye open for stove and furnace repairing and cleaning jobs. To unearth these is to occasionally secure a new general customer.

HOW I BUILT UP MY STOVE BUSINESS.

Written for the Journal by A. Welch, Toronto

In order to make the most out of the stove business, the most important point is to see that you have high quality goods. The man who pays attention to this and goes after the business in the right way, cannot help building up a good trade. When you handle a good stove—one that you know you can guarantee and back to the limit—it inspires confidence in your purchasers. Then, too, with a good line you can get a good price, and people would sooner pay a little more for an article they know is good, than buy one they are not sure about for a little less money.

Advantages of One Line.

In these days of specializing, I believe in handling only one line of stoves. When I started in business in a country village some years ago, I handled one stove only and advertised it, and nothing else. The result was that where by predecessor used to sell five or ten stoves a year, I sold over 100 every year in the short time I was in business in the place. This can only be accounted for by the fact that I was handling only one line, but I pushed that line and went out after the business, whereas the man I bought out used to wait for it to come to him. I have always made a hobby of stoves, and intend to make them my life work.

When I came to Toronto, I decided to handle only one line, and during the first year I was in business here I sold more stoves for the firm I represented than any of their other agents that had been in the game for many years. I look at it in this way. When a man has three or four different makes on the floor and a customer comes in and says she likes a certain stove, the dealer is going to praise that stove to the skies. If, however, after hearing all the arguments in favor of this stove, the customer goes along and looks at another make and wants to know all about it, what is the dealer going to say? He has to show preference to either one or the other. By handling only one make—if it is a good one—and that make is well advertised, your store becomes known to the people in your town and village as being the place to get that certain stove. I have found this out, for in our large city most of my trade comes from districts far from where my store is located; in fact, I hardly do any business at all right in my immediate neighborhood, most of my orders coming from the outlying districts.

Confidence in Your Goods.

A man must have absolute confidence in what he sells so that he will be able to instill that confidence into his customers. If you can convince a customer that you have implicit faith in the stove, the battle is won. In order to do this, a salesman must know all about the working parts of the stove. It does not do for him to stand there and say, "Now, here is a good stove for \$40." The customer wants to know why it is a good stove and will not be convinced until shown.

Get Good Prices.

I believe in getting a good price for my stoves, and any stove dealer or hardware man can get his price if he will only stick out for it. A man who is afraid to ask a fair price is either lacking in confidence or conducting his business along the wrong lines. Every one has more confidence in an article that sells for a good price, one that has a reputation behind it, than one that is not so well known at a little less money. However, we always keep a couple of cheap stoves on

the floor, but never push the sale of them until we have exhausted our efforts on the higher class ones. It is a rule of the store that a salesman must always show the good goods first, and then if the customer says she cannot afford that much, she is shown the cheaper lines.

Furnishes Guarantees.

With every new stove that leaves our store goes a positive guarantee that if the stove does not give satisfaction, money will be refunded. If a customer comes in and acknowledges that she does not know anything about some particular stove, we tell her she does not need to know anything, that we will put the stove in her house, show her how to work it and if, after thirty days' trial, it is not giving satisfaction, we will take the stove down again and refund her money. We would much rather have them send the stove back and refund their money than to have them keep the



A. WELCH
Who writes from experience on "How I
Built up My Stove Business."

stove and tell their friends that it is a poor one. They cannot get away from a positive guarantee like that, and it creates confidence in our goods.

Dealing With Complaints.

In dealing with complaints, when a customer comes in and says a stove is not working right, we never try to lead them to believe that the fault is not with the stove but with the person who operates it, but make them leave the store under the impression that it may be the stove. Then we go and demonstrate that the stove can be made to work right if directions are followed, and leave them in a happy frame of mind. I know of some stove men who wait three or four days before investigating the complaint of a customer. This is bad business and causes ill feeling, or dissatisfaction.

Separate Department for Stoves.

In my opinion, hardware and stoves do not go well together. By this I do not mean that the two cannot be sold under the one roof, but I think there should be one or more men devoting their time to stoves alone. We used to handle hardware along with stoves for the first few years we were in business. During the first year we cut out hardware and specialized in stoves we found our business increased \$20,000. In a small store, where the man who sells a pound of nails is supposed to sell a stove if the opportunity arrives, I do

not think that the same forceful salesmanship can be brought out. Then, too, when you are carrying a general line of hardware, it may be that a man comes in for a package of tacks, while another may be waiting to purchase a stove. You have to neglect either one or the other, and while the sale of a stove is much preferred to selling a package of tacks, no dealer wants to offend any man. Therefore, I say that, in order to produce best results, stoves should be made a department set apart by themselves.

Care in Displays.

Another thing about displaying stoves right in with the hardware stock. I have been in many hardware stores which carry stoves, and in most of them have found the tops and shelves of the ranges littered with kitchen utensils and other hardware articles. This not only detracts seriously from the effectiveness of the display, but also causes extra work in that when a customer comes to look over the range, all these articles have to be removed.

We, of course, have to sell quite a few stoves on the credit plan, but in the years we have been in business I don't think we have lost one-half of one per cent. We use the lien note method considerably, but very seldom have to take stringent means to bring back a stove. Our gas ranges, however, are nearly all sold on a cash basis. This, no doubt, is due to the fact that a better class of people purchase these goods.

Prices in Plain Figures.

All our goods are marked at the cash price, and we have signs at intervals through the store stating this fact, but making it known that satisfactory terms can be arranged. From a person that asks credit, we get a note, adding 10 per cent. to the cash price. We have tried both methods—that of marking up the price sufficiently high so as not to charge interest when credit is given, and having a low cash price and charging interest—and we have found that the latter method is the best. Supposing a dealer has a stove he sells for \$38 cash. A customer may come in, you don't know whether he will pay cash or want credit, and asks the price. If you take it for granted that he wants credit and tell him the price is \$42, he will likely tell you that he can get it down the street for \$38, and go down there, only to find when he does that he will be charged interest. I think it is much better to have the one price and explain to people asking credit our business methods.

No Special Sales.

We never hold any special sales. A stove is not a thing that a woman will buy and take home for future use, like she will a waist or such like, when she sees a very attractive price. No lady will purchase a stove unless she is badly in need of it. The purchase of a stove in almost every household is quite an event.

Effectiveness of Advertising.

Judicious advertising has gone a long way to build up the extensive business we are doing. (I may mention that last year we sold between 2,500 and 2,600 gas and coal stoves). During the busy season in the Fall, we use large display space three times a week in four of the city dailies.

Selling Second-Hand Stoves.

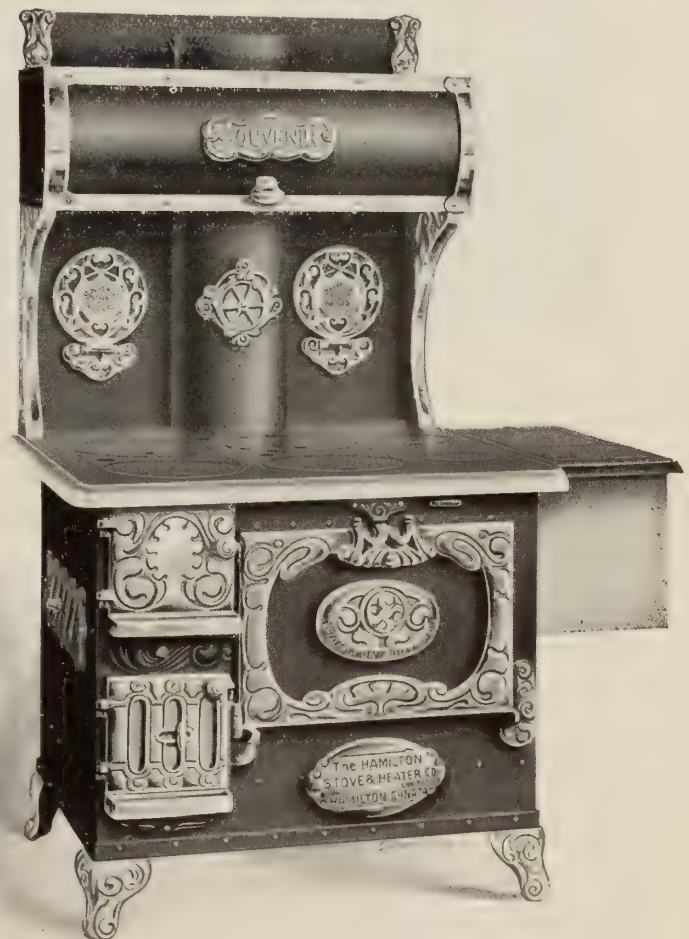
We handle a great many second hand stoves. Very often when we sell a new stove, we are asked to take an old one in part payment. We are always willing to do this if the old one is in such shape that we can fix

it up to look anywhere decent. The second hand goods are shown in our large basement, away from the new lines, but we never take a person down stairs to look these over until we are convinced that we cannot sell them a new range. We have a large workroom at the back of our store where these old stoves are taken apart, cleaned and repaired and polished, until they are fit to be shown.

A peculiar thing about this second hand stove business is that several times during the past couple of years we have received in a deal of this kind a certain make of stove, which, when we fix it up, we can get more for when second hand than some dealers are getting when new. This is an actual fact. The stove I refer to sells for \$15.50 new, and we usually get \$20 for any we sell second hand.

Every man who handles stoves should have repairs on hand for any part of every stove he handles. A customer who wants some part right away is not pleased when you tell him you will have to send away for it and maybe not get it for three or five days. We have a separate room at the back of the store, in which are stored all the various parts required for the lines we sell. We can give a customer any piece in five or ten minutes.

E. Holt Gurney, sales manager of the Gurney Foundry Co., Toronto, has returned from a two months' trip to Europe, during which he gave some attention to extending the business connections of the Gurney Foundry Co.'s hot water and steam heating business, their Boston, Mass., plant having developed a large export business.



New Hamilton Souvenir Range being introduced by Hamilton Stove and Heating Co.

HOW TO SELL STOVES.

Here are the methods two hardware men used to build up their stove trade. Read them, and let us know what plans you adopt.

G. E. Potter, Berlin, Ont.—“Yes, I sell quite a few stoves during a season, and here are my methods of getting after the business. As soon as a couple come in to look over my line (you know they usually come in couples), after letting me know that they want to get a stove, I make a pretence I am busy for a minute or two and ask them to look over my stock. Then, I pretend to be busy but am, really, watching them. I look carefully to see if the girl halts and whispers something to the man about a certain stove, or if her hand goes out to any one stove, taking it for granted that she has seen something she likes about that particular one. Then I go up all smiles, apologize for keeping them waiting, and start to talk that particular range for all I am worth. Nine times out of ten

line I have is just a little bit better than the one Mrs. So-and-So bought. When telling her this, I don't knock Jones' stove, but just show the good points in mine.

“When a customer comes in and explains that her stove is not working right, I do not go to the manufacturer with a long face and ask him to come out and see what is the matter. We are rather conceited about things like this, and go out ourselves. I figure my men and I can fix any trouble that may occur in one of our lines, so go out ourselves. We go out just before meal time, ask the lady to prepare whatever she is going to cook, and then we show her how to work the stove, and sit down while the food is cooking. Then the husband comes home, sees a fine meal ready and is so tickled he invites us to stay and have dinner. This makes us all good friends and we get a meal in the bargain. In nine cases out of ten, the trouble with a stove that is not working right, lies in the chimney.



A stove and kitchen utensil display in Ashdown's Winnipeg store.

I am right in thinking they liked that stove, and it is a comparatively easy matter to make the sale.

“I handle several makes, and every time I make a stove sale, I enter in a book the name of the person making the purchase, when it was made, and the kind of stove sold. Then when a prospective purchaser comes in and seems taken with the same make, I produce the book and show her the names of several people in the town who are using that stove. Most likely she will see among my list the name of some person she knows and will go and ask them what satisfaction the stove is giving. I welcome this investigation, for I sure all my stoves are good workers.

“Always make it a point to praise your competitor's stove, but never ‘knock.’ If a person comes to me and says, ‘Mrs. So-and-So purchased a ——— range at Jones' store and it is giving great satisfaction,’ I always acknowledge to her that it is an excellent stove. Then if she asks me why, if it is so good, I do not handle it, I explain to her that only one man in a town can handle a line of stoves, and that I think the

It is often hard to convince people of this, however. A good stove man can make a tin box work right if he has a good chimney.

“We use the lien note method a great deal in making stove sales, but, of course, with people we know, we don't ask this form of note. From unknown purchasers, we ask one-third down and the balance in three months, in monthly payments. The lien note is made out in favor of the stove manufacturer. When a payment falls due, we send the customer a letter bringing the fact to mind, and they are generally anxious to make the first, and often the second, payment. After we get these, we have them in a hole and they must pay up or lose the range. If a customer falls behind and cannot make his second or third payment, of course, we hate to take the stove away, but what is a man to do? Our method is to write the manufacturer of the stove, giving him the customer's name, and explaining the circumstances, and then he (the manufacturer) sends a letter to the man who has the stove, telling him that I really did

not own the stove but was merely handling it for him and that he must have the money or else be forced to take the stove away. If the customer fails to come through then, he writes me a letter instructing me to go and get the stove, and then when I do this, I have the letter to show the customer and he bears no ill will towards me. I bring the stove back to my store, fix it up and sell it over again.

M. Weichel & Son, Elmira, Ont.—“The main point in selling a stove is this: Have a good article—one that will almost sell itself—and show the people its various merits. When you do show a stove, make it a point to take it apart and show the customer how it works. A man who wants to sell a stove should not be afraid to dirty his hands, because we get rain occasionally and the dirt will wash off.

“Once you get a stove into a section and it gives good satisfaction, you are bound to make further sales. Mrs. Jones tells Mrs. Smith how good a stove she has. Mrs. Smith buys one and tells Mrs. Jackson. And so it goes. They all want the same.

“The appearance of a range often goes as far to make a sale as the working qualities. Therefore, keep a line that has a good appearance, but yet one that will do good work when managed rightly. However, it takes more than good looks and good working ability to sell a stove. If a woman has her mind made up that she will buy a certain make of stove, all the powers on earth could not induce her to buy any other.

“We think it is a good idea to handle a line entirely different to any our opposition is carrying. Two or more men handling the same goods often leads to price cutting, etc., and makes things generally unpleasant. I know if we were handling a line and found out our opposition was handling the same thing, either one of us would have to cut it out. Of course, there are lines that every hardware man has to handle, but I do not refer to these.

“Very often we sell a stove to persons who have no knowledge of mechanism about them, but we generally overcome this by going out and teaching these people how to run the range. We always make it a point to go out on baking day, and get them to make a batch of stuff and stay right there till the stuff is done. We have never yet had a case where we have been called back a second time owing to any fault of the range. You could take a range apart for some people and show them how to operate it, but after telling them everything, they would only remember a couple of things and forget all the others. You haven't much chance with people like these.”

OPENING TWO NEW BRANCHES.

The Copp Stove Co., Fort William, Ont., who were the first and only stove manufacturers to venture west of the Great Lakes, report that their western trade is enormous. The capacity of the firm's plant has been doubled since its reorganization, and is now being taxed to the utmost to turn out goods to fill orders. Besides the branch warehouses at Winnipeg and Vancouver, Mr. Evans, the western manager, states that he has completed arrangements for two more branches, at Calgary and Edmonton, where a complete stock will be carried under most efficient management. Since F. W. King assumed the management of the firm, many new lines have been brought out.

On another page of this issue will be found a photograph of the Copp stove display at the Winnipeg Industrial Exhibition, July 10th to 20th.

Stove and Heating Notes

The Copp Stove Co., Fort William, are enlarging their plant, and their staff of 100 workmen will be doubled.

The Pease Foundry Co., Toronto, are erecting a new foundry at Brampton, with about 137,000 square feet of floor space, a two-storey office building being also planned. To look after their rapidly growing business on the Pacific coast, a subsidiary company, known as Pease Pacific Foundry, Limited, has been established with offices at 324 Duke street, Vancouver, the sales manager being Wm. Crane, formerly with the company at Toronto.

The Galt Stove & Furnace Company, successors to the Down Draft Furnace Co., Galt, are introducing this season a moderate priced steel range known as the “Perfect Banner.”

A company has been organized to establish a tin and enamelware industry at Hespeler. No information has been given out, but rumor connects George D. Forbes, of the Taylor-Forbes Co., Guelph, and Mayor of Hespeler, and George Clare, M.P., of Clare Bros., Preston, as financially interested in the enterprise.

The new foundry of the Hall-Zryd Foundry Company, at Hespeler, has been delayed in construction owing to the difficulty experienced securing a staff of workmen.

The Butterworth Foundry Company, Ottawa, have made several improvements to the Maple Leaf warm air furnace and report a very active season.

Findlay Bros., Carleton Place, Ont., report that their enlarged plant has been kept running to capacity and orders on their books are ahead of any previous season.

Canadian Heating & Ventilating Company, Owen Sound, have enlarged their line of wall and floor registers this year and now claim to have a range of sizes and styles larger than any other line on the market.

The Ware Mfg. Co., Toronto, have completed the erection of their new aluminum kitchenware plant at Oakville, Ont., and will have a line of samples to show to the trade very shortly.

The Lee Mfg. Co., Pembroke, have purchased a fine line of stove patterns from Bowes, Jamieson & Co., Hamilton, and intend to broaden their connection with the stove and housefurnishings trades. Their new catalogue is now being distributed.

Bowes, Jamieson & Co., Hamilton, have been devoting their attention this season to the manufacture of a few special lines of moderate priced ranges which have been produced for western jobbing houses in large quantities at very low prices. They are also devoting some attention to certain of their old lines of ranges and heaters for their Ontario and Quebec customers.

Ed. Westwood, who recently succeeded Jack Sinclair, as Western Ontario salesman for the Moffat Stove Co., has sprung a new one on his fellow stove salesmen, he having bought an automobile, which he will use in calling on the retail trade between Toronto and Windsor.

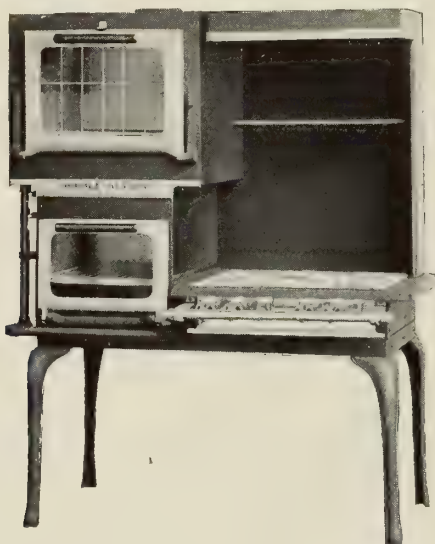
D. J. Barker & Company, Picton, are introducing a coal chute for cellar windows this year.

Hamilton & Stott, St. Thomas, who are interested in the furnace manufacturing business of C. Norsworthy & Co., St. Thomas, makers of the Howard furnace, have

recently taken over the business of the Jones Register Co., Toronto, and are building up a heating and plumbing supply business.

The McClary Mfg. Co., London, have made further improvements to their "Sunshine" warm air furnace. To increase the heating surface, a series of baffle plates has been placed in the radiator, which compel the hot gases of combustion to travel over the entire area of the radiator, forcing the gases to give up the maximum of available heat to the surfaces which heat the air in its passage through the furnace to the various rooms. Another improvement is the doing away with all rivets in the dome of the combustion chamber. All domes are now welded by a new electric process, which is an absolute guarantee against gas leaking into the air chambers and reaching the rooms.

The D. Moore Co., Hamilton, Ont., have already brought out two new heaters this year. The "Oak Treasure" double heater is a very powerful double heating stove, at a medium price. It is well finished and has a very attractive appearance. The other new line is the "Strathcona" Hot Blast. This heater is brick lined and has front mica feed door. The extra



New double action gas range being introduced by the Hamilton Stove and Heater Co.

large firepot makes it specially adaptable for heating large rooms. A new catalogue is now being sent to the trade.

Among the new lines brought out this season by the James Stewart Mfg. Co., Limited, Woodstock, Ont., are their new "Good Cheer" steel range and the "Hard Service" heater. The main features of the former are the key-plate sections, the front lift top, large ash pan and improved fire-box, doing away with the grate rest to warp or burn out. The "Hard Service" heater is a powerful stove for stations, stores, etc. It has furnace roller grates, large ashpit, air blast ring and radiator domes, which can be built up, thus increasing the heating capacity. The "Good Cheer" and "Equator" furnaces are still selling well, and to meet the demand for a cheaper furnace the firm will shortly put on the market the "Alberta."

The Hamilton Stove & Heater Co., Hamilton, Ont., have gotten out during the present year a new line, known as the "Hamilton Souvenir Double Action" range. This name is acquired from the patented oven, which requires the entire heat of the oven burners to travel through the oven twice, thus baking to better advantage. Bread may be baked perfectly and evenly top and bottom, inside and outside, without changing

its position or turning the loaves during baking. Patterns for the 1913 models of gas ranges are just being completed. Already samples are being made and a large stock of goods will be accumulated for next season's trade. This plan was adopted in order that prompt deliveries may be made next season.

The Burrow, Stewart & Milne Co., Ltd., Hamilton, Ont., are at present erecting a large new building and will thus be enabled to increase their output, not only in stoves, but also in scales and warehouse trucks. Several new lines have been placed on the market this year. This firm has recently gotten out a very handy booklet of choice cooking recipes. These are being sent to agents for distribution to customers.

The Enterprise Foundry Co., Sackville, N.B., report a largely increased business all through the country, with an excellent outlook for a banner year. The firm is about to issue a handsome catalogue, which will soon be distributed to the trade.

The Doherty Mfg. Co., Sarnia, Ont., have just issued a handsome new catalogue, well illustrated with half tones of their complete line. "Family Favorite" is the name of a new line recently brought out. This is a handsome range, the main features of which are the life key plate, divided flue system, draw-out grate, oval fire box, and removable nickel bands.

The Gurney Foundry Co., Limited, Toronto, report a bigger sale than ever for their "Imperial Oxford" cast iron range. This range has taken hold of the people of Ontario more than any other. They have recently added a new line to their already large list of steel ranges, and have named it the "Golden Nugget." This was brought out to meet the increasing demand for a cheaper grade of steel range. The well-known line of "Nugget" steel cook stoves has been fitted with duplex and reversible grates. One of the features of the Gurney line is that they use the reversible grate for hard coal, the grate having a large percentage of air space, and for soft coal they use the specially constructed duplex grate. Several minor changes have been made in their line of gas stoves and ranges.

SOLD SIX DOZEN OIL STOVES.

John Dick & Son, hardware dealers, of Teeswater, Ont., have the enviable record of selling an even six dozen 3-burner coal oil stoves this year to date.

There seems to be a large increasing demand for the oil stove in rural districts. The first oil stove known to have been bought in that neighborhood was sold by Dick & Son.

NEW "EMPIRE CANOPY" RANGE.

The Canadian Heating & Ventilating Co., Owen Sound, will have a new range, the "Empire Canopy", on the market in September. They brought out a new line of "Empire" design registers in various sizes last spring and have also enlarged their nickeling and oxidizing plant this year.

MAY MOVE TO THE WEST.

Ald. R. C. Chown, Belleville, is on a trip to Edmonton and other points in Western Canada, and on his return may have an announcement to make regarding the establishment of another Chown hardware store in the West. The success met with by ex-Mayor W. W. Chown and Leroy Chown at Edmonton, where they moved from Belleville about six years ago, is the reason for the contemplated sale of the Chown business at Belleville and the removal to the West of Messrs. R. C. and W. A. C. Chown.

The Furnace Trade

WALL STACK AND AIR SUPPLY EFFICIENCY.

I find very frequently, in fact altogether too frequently, says a salesman in "Metal Worker," furnacemen who say, "You can't tell me anything about the furnace business, I have been at it too long," and usually I find, on inquiry in the community where they have worked, that they have been at it altogether too long for the general good of the furnace business.

I cannot agree with the engineers or installers who claim that the riser flue has only a certain capacity and that it does no good to use a pipe of greater capacity in the basement. From the laws of gravity there is a strong tendency upward, consequently a strong friction in the horizontal pipe. As soon as it enters the vertical pipe this friction is materially reduced, and consequently the air assumes a greater velocity.

I have observed that the action of heated air in a pipe is just the reverse of water. Did you ever watch a stream of water when it flows along with a depth of perhaps 3 feet, and as it approaches a fall it shallows perceptibly, and when it goes over the fall it will not have a depth of over 8 or 10 in., even though the channel is narrowest at this point. This is caused, beyond question, by the greater velocity.

In my somewhat extended examination and remodeling of defective furnace heating systems, I have found hundreds of wrong connections between a horizontal cellar pipe and the vertical stack on the order of the one shown in the accompanying illustration. Even with such connection, the stack has been branched on the second floor and run horizontally to two rooms, and in a number of instances have I found such a stack continued to a room on the third floor. Think of it, a 3 x 12-in. stack, or one containing but 36 sq. in., divided between two or three rooms. Then these satisfied furnacemen wonder why furnace heating systems with such stacks do not work.

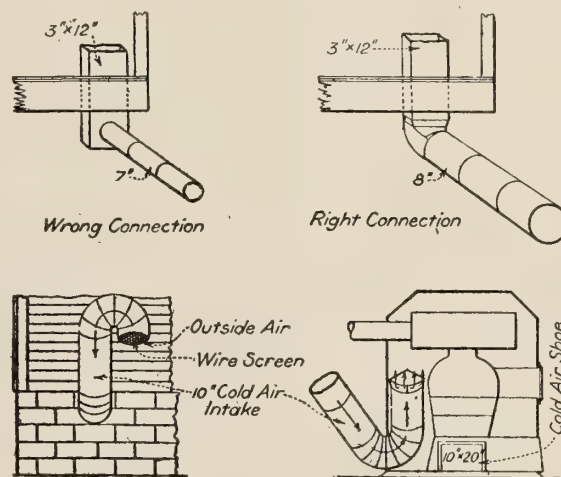
When stacks of this size have been run to one room on the second floor, even when the stack has been of a good size, I have made a vast improvement in the heating by changing the connection from that designated in the accompanying illustration as the "wrong connection" to that shown beside it and marked "right connection," and enlarging the pipe to 8 in. Then again changing to a 10-in. pipe I have found that I obtained as good if not better results than I get in a room on the first floor with the same connection, not however without providing for the removal of the air on the second floor, as explained in a former article. This has not been a single experience, but many, so many that it is absolute proof to me that a vertical pipe will take care of at least twice the capacity of a horizontal pipe as usually used on a furnace, owing to the increased velocity.

This has been further demonstrated in the extensive use in this country of a Jones No. 15 side wall register with $6\frac{5}{8} \times 12\frac{1}{2}$ in. inlet, having an area of 83 sq. in., and a 3 x 12 in. outlet having an area of 36 sq. in. on top, for an extension to the second floor and supplied by a 12-in. pipe having an area of 113 sq. in. for two larger rooms. There is very frequently used a No. 14 register with a $5\frac{1}{4} \times 13\frac{1}{2}$ -in. inlet which has an area of 71 sq. in. and a $3\frac{1}{4} \times 12$ -in. outlet with an area of 39 sq. in., and a 10-in. supply pipe with an

area of 78 sq. in. for two smaller rooms. By this method the number of pipes in the basement is reduced to the minimum and the benefit of a large volume of air to the first floor is available when instant heat is wanted by throwing the valve entirely back. On the other hand, should occasion demand, a strong volume of heat can be forced to the second floor by entirely closing the valve on the first floor. This has been one of the strongest proofs of the capacity of wall stacks.

But I want to impress this on the reader: Results on either first or second floor cannot be secured unless some means have been provided for the escape of the air previously in the room. Allowing for a perfect system of warm-air piping, if it could be determined on and installed, you never could get results without a proper supply of warm air coming in, and to insure this the cold air must be removed. The opinions as to what this perfect system should be are certainly varied and formed from many viewpoints.

I am an advocate of ventilation, but I cannot understand why outside air is so absolutely necessary in a warm-air furnace job and not needed at all in a hot-water job. I presume at the present time a fair estimate would be that about 75 per cent. of the homes throughout the Northwest are being heated with hot



water and not over 5 per cent. of these are provided with any mode of ventilation. I am a plumber and steam fitter by trade, and after a thorough study of all kinds of heating systems I conscientiously believe that, laying aside all ventilating systems, installing a hot-water plant as it is usually installed, and installing a warm-air system as it should be installed, and with only the inside circulating system being used, the house heated with warm-air has the purer air of the two.

Perhaps a little explanation is needed on the foregoing statement. Great care is taken when a hot-water system is being installed, as it has to be tight and no traps formed, or it will not work. But in warm-air work we find the work frequently thrown together, the furnace not cemented and the pipes not half fitted, instead of being done as a warm-air job should be in every respect, and particularly a good job of mechanical work. But neither system should be installed without a system of ventilation. The capacity of this ventilating system is open to much discussion. The method of installing a ventilating system has much to do with its satisfaction and efficiency.

My method of connecting the air supply duct on the outside of a building is shown in the lower left-hand corner of the accompanying illustration. It eliminates to a great extent the dust and dirt which is so

generally carried in when the air is taken in directly beneath the superstructure or near the ground. When taken in connection with arrangement as shown to the right in the illustration it also eliminates the tendency to blow directly into the furnace, and when the wind is in the direction from which the pipe is taken it provides a more uniform supply of air. As shown, the pipe is carried up inside the casing to a point directly under the smoke-pipe and has a cap over the upper end. The arrangement of this pipe insures the accomplishment of two important purposes. The air is retained until it becomes partially heated and prevents it being carried up into the room unheated. It provides against a blast of cold air directly against one spot on the fire-pot, which I find is detrimental to the fire-pot.

In my opinion, the area of the return pipes when air is circulated should equal the area of the discharge pipes, or very nearly so, regardless of the outside air supply, and the connection should be made as low down on the casing as possible and with a shoe not to exceed 12 in. in height. There should be one on each side of the furnace, and of equal capacity as nearly as possible.

I have found that an 8-in. or a 10-in. pipe taken, as described from the outside, for an ordinary 8 to 10-room house, provided with some mode of egress for the foul air, has proved very satisfactory in freshening up the air in a circulating system.

Later on, I hope to send for publication a set of plans showing the cellar and furnace piping and upper floors with registers and stacks, for a house in which the heating system has proved satisfactory. I hope also to give explanations of the parts which I am unable to show on the plans. I feel that there is much that can and should be done to improve the character and efficiency of warm-air heating installations, and this work, if properly taken up and carried out, would be of much benefit alike to manufacturers and those who own moderate sized homes and who feel favorable to a furnace on account of its cost.

FURNACE PRICES TOO LOW.

The example set by Toronto firms which instal warm air furnaces in getting together to improve their standard of work should be followed by the heating and metal working trades in other parts of Canada.

For years Toronto has been known as a hot water heating city, houses with boilers installed having a distinct advantage in the real estate market over houses heated by furnaces. Hot air heating, although more healthful, and more reasonable in both cost of installation and operation, has been given a black eye by the hot air heating contractors themselves.

Through lack of organization, the hot air firms have been engaged in a price cutting war, until prices for installing a furnace and hot air system in a six or seven roomed house has gotten down to as low as \$50 for the entire job. To instal two cold air ducts is most unusual and, in keeping, everything that could be done to scamp the job and still leave the system workable, has been done. Naturally, furnace heating has suffered in popularity and a serious injury has been done the trade.

Following the example of the Federal Furnace League in the United States, Canadian furnace manufacturers have encouraged their local agents in Toronto and elsewhere to get together and, by maintaining prices, establish a higher standard of workmanship.

The plan, if intelligently carried out, and backed

with the friendly support of the most progressive furnace manufacturers, cannot help but be of great benefit to the trade. Instead of a competition having in view the cheapening of the cost of installation, there should be a friendly rivalry to win for warm air heating its proper place as the most healthful and moderate priced system of heating for this northern climate.

FURNACES FOR NATURAL GAS.

Referring to the article in the July number of the Journal, regarding natural gas being found in Mone-ton, the McClary Mfg. Co. write as follows:

"There are a number of people who already have furnaces installed who contemplate, no doubt, using natural gas as a means of heating, particularly in the Fall and Spring, and many will be using gas for heating all winter, which depends upon the economy and the efficiency of the gas burner or appliance.

"We have installed with a great deal of success, a number of furnaces which have a gas ring in connection with the fire pot, and practically are part and parcel of the furnace itself. These we have found to be more economical, and have greater efficiency than the gas burners; there also being one distinct feature to their advantage, i.e., should occasion arise where the householder finds it necessary to use coal, instead of the natural gas, he does not have to call in a plumber to disconnect the gas, as is done with the regular burner; but simply turns the gas off at the cock, and starts his coal fire in the same fire pot, the same as in an ordinary furnace, and without any delay or effect upon the gas ring."

NEW HECLA FURNACE CATALOGUE

Clare Bros. & Co., Preston, have gotten out an exceedingly well printed catalogue of 48 pages, fully describing the many features of Hecla furnaces of interest to retailers and furnace users, some attention being also given to the "Empress" and "Standard," their more reasonably priced furnaces. The "Hilborn" wood furnace, the "Preston" and "Imperial" hot water boilers, and the "Peninsular" ventilating hot water boiler, are also described. Four styles of coal chutes are also illustrated, these including round and square types, with and without glass.

A companion book entitled "Comfort and Health." is intended for distribution amongst house builders and probable buyers of heating apparatus, and it is most logically reasoned out and interestingly put as a selling aid to furnace salesmen.

PRESENTATION TO H. A. GUNN.

Mr. Hugh A. Gunn, announcement of whose retirement from the staff of H. S. Howland, Sons & Co., was made in the last issue of The Journal, was the recipient of two presentations before severing his connection with the firm.

T. B. Williamson read the presentation address and G. Gilmour, on behalf of the warehouse staff, presented Mr. Gunn with a gold locket and chain. The salesmen and office staff presented him with a "Crown Derby" tea set, as a token of the esteem in which he was held, and G. T. Jenkins, the firm's oldest employe, read an illuminated address. The occasion was a very enjoyable one and Mr. Gunn left Howland's with the good wishes of all the staff ringing in his ears.

Paint and Varnish Trades

Figuring the Profit on Paint

By Frank E. Goodwin,
Author "Cost Accounting Pathfinder," Etc.

Although the author has been interested in the matter of costs and profits, as they are related to retailing, for more than fifteen years, and has been a writer of articles for publication upon the subject for five year or more, I am satisfied that I have been mistaken, with thousands of others, in the manner in which retail selling prices have been made up. If I were inclined to be stubborn, and to refuse to see that there could be any other right way than the old way, then I am certain that I would stick to the methods of my father, and later my own, and brazenly maintain that progressive ways were wrong.

It has been the habit of retailers who have carefully studied selling price making, to follow one of two paths—the first, and most common, was to first take the wholesale cost (which properly included delivery) and add to it the cost of doing business figured in percentage on the cost of goods. These added together would make up the cost to sell. Then to this total would be added the desired amount of profit in percentage, and the sum of the three factors would make the retail price.

For example—If ten gallons of mixed paints cost \$1.45 each, laid down, and the cost of doing business on wholesale cost was 18 per cent., with a desired net profit of 5 per cent., the method of figuring would be: \$14.50 plus \$2.71, plus \$0.86 equals \$18.07 to sell for.

Divided by 10, makes price per gallon \$1.807.

The other method—figured on the sales (and the wrong method, too, as fully exposed in the June "American Paint and Oil Dealer") would be to find the cost of doing business, and the desired net profit on the volume of sales, and add these percents together. Then this would be subtracted from a base of 100, and the wholesale or delivered cost would be divided by that amount. Thus: Delivered cost, \$1.45; cost of doing business, 22 per cent.; net profit, 5 per cent. Add 22 and 5, equals 27. 100 minus 27 leaves 73. \$1.45 divided by 73 equals \$1.98, the selling price.

Both of these methods are too well known to need much further discussion, except to call attention to their fallacies and dangers.

The first method is wrong only in so far as the practice prevails among retailers of figuring profit on their cost of doing business, which, as was shown in the June issue of the "American Paint and Oil Dealer," is not in keeping with good business methods.

If this method is persisted in the dealer will charge his customers a profit on his investment, a profit on his own salary, the salary of his help, on his rent, and in fact a net profit on every element of cost which enters into the expense of selling. This has been proven to be wrong. This cost of doing business, "the expense of distribution," is the object of such attention by consumers to-day that its source should be above suspicion.

I need not say that the second method shown is altogether wrong, because that would be only another amplification of the problems stated in that former article which challenged the advisability of accepting the suggestions of the circulars sent broadcast by the Burroughs Adding Machine Co., urging dealers to "Figure Cost on Selling Price."

Some may say that I am splitting hairs. Perhaps I am. But in correct accounting even hairs must be split, or methods and results will not be right. Any accountant knows that an error of a single penny in a trial balance is as bad as an error of a dollar. And I say that any system of cost figuring which favors the dealer to the exclusion of the buyer, or vice versa, is wrong—and harmful to the dealer. Call it hair splitting, if you will, the fact remains that there are right ways and wrong ways of doing everything. And if the right way is known, why persist in following the wrong method?

Logic demands that profit and selling expense should be singly and individually figured on the wholesale delivered cost, and that not one or both of these factors should be figured upon a combination of two or all.

Costs and Profits on a Paint Materials Invoice.

Description	Delivered Cost		Net Profit	Selling Expense	Selling Price
50 Gals. Turpentine.....	\$0.80	5%	\$ 2.00	\$ 7.20	\$ 49.20
100 " L. Oil.....	1.05	5%	5.25	18.90	129.15
50 " O. W. Paint.....	1.20	5%	3.00	10.80	73.80
20 " Mixed Col.....	1.45	5%	1.45	5.22	35.67
2 doz. Asstd. brushes..	2.50	10%	.50	.90	6.40
1 " Art colors.....	2.00	15%	.30	.36	2.66
Totals	\$241.00		\$12.50	\$43.38	\$296.88

Proof—Divide \$43.38 (expense) by \$241 (delivered cost), and the result is your 18% cost of doing business.

The correct way to figure the selling cost and the net profit on the gallon of paint which costs \$1.45 delivered is as follows, on 18 per cent. for selling expense:—

\$1.45 plus 5 per cent. .0725 cents, net profit.

\$1.45 plus 18 per cent. equals .261 cents, expense.

\$1.45 plus .0725; plus .221 equals \$1.7435 selling price.

To carry out the scheme of correct price making, let us take an invoice of goods, from a jobber, and work it out. These prices are not taken from any list, and are no doubt some few cents away from the actual figures which a jobber would make to any dealer. Let us suppose in this case that these prices include freight paid to the dealer, and proceed. The figures then would show:—

Now I ask if everything there is not equitable and fair? There is no "compound" profit; no profit on expense—just a plain net profit on the investment, which is the wholesale cost of the goods, delivered to the place of business.

And again, how simple is this method of figuring. First the net profit on the investment is found; then the cost of selling the goods, based on the wholesale cost. Then the wholesale cost, the net profit, and the amount of expense, or selling cost, are added together

to make up a fair, legitimate and equitable price and profit, without taking advantage of any opportunity to make a cent that the dealer is not entitled to. On the other hand, the dealer knows, if his figures are accurately made, that he has priced his goods to cover what the wholesaler charges him for merchandise, his legitimate net profit, and the cost of doing business.

No mercantile concern, which thus takes these matters into proper account, can go wrong, because every element has been included in the retail selling price, and no one has been harmed. In fact, I am inclined to believe that when any intelligent and fair-minded buyer is shown the figures worked out on this basis, he will have a very good opinion of the dealer who made the prices and he will not allow any attacks by catalogue houses, on the ground that the dealer is robbing the buyer, to sway his friendship from the retailer.

The plan herein suggested, worked by the Five Rules for Retail Accounting given in my last month's article in this journal, is the only fair, legitimate, and accurate method of making retail prices that has been suggested. I need not go into further detail to prove that any other plan that has been suggested contains at least one element of wrong. This any fair-minded reader will acknowledge if he will take the time to figure out for himself, by the three known methods of price making which I have shown.

A COMPREHENSIVE SALESMEN'S CONVENTION

The salesmen's convention of Robert Ingham Clark & Co., varnish makers, of London, Paris and Hamburg, the associates of Pratt & Lambert-Inc., varnish makers, was held at the firm's headquarters, London, England, July 30th to August 1st, inclusive.

Bringing together the representatives of the four main factories and offices of Robert Ingham Clark & Co. at London, Paris and Hamburg, as well as those of their branch houses in the Australian Colonies, New Zealand, Japan, China, South Africa and India, this convention was indeed cosmopolitan in its scope, and represented the greater part of the civilized world.

The convention was opened by the roll call, followed by an address of welcome by the chairman, F. W. F. Clark, managing director of Robert Ingham Clark & Co., after which Mr. W. H. Andrews, president of Pratt & Lambert-Inc., delivered a short address.

You who talk of the conservatism of John Bull and the Continent, would find it interesting to look over the programme of this convention. It indicates an efficient organization, involving the best thought and practice of modern business.

In fact, the progressiveness of Robert Ingham Clark & Co. is due to their willingness to give heed to the methods of up-to-date, successful concerns in this and other countries, as well as their own. That it has adopted modern methods in every way can be seen from the following topics taken from the programme, typical of the many which were discussed during the convention.

Closer co-operation of representatives with the office and works.

System of dealing with inquiries and sample orders.

Advices of building contracts, and how they should be followed up.

Advertising.

Limitation of credits.

Complaints.

Besides the discussion of important questions, the programme included a trip through Robert Ingham

Clark & Co.'s London plant, where practical demonstrations of different goods were given by the works manager, and examples of finished work inspected.

During the convention prizes were awarded the winners in the three salesmen's competitions—the General Results Competition, the Specialties Competition and the Estimate Competition.

The methods used by Robert Ingham Clark & Co. to keep their sales force to the highest point of efficiency are worthy of further comment.

In the general results competition, the results are based on the all-round efficiency and gain in efficiency of the man, on the percentage of the sales, which it is estimated that he should make, that he attains; on his increase in sales over the previous year on the amount of his total sales; on the percentage of his selling cost to sales; on the percentage of his bad debts; on the number of new accounts which he opens, etc. There are three prizes in this competition, but to winners and near winners, the greatest reward is not a material one, but it is in the knowledge and satisfaction of work well done.

The effect of such a competition on a selling force and business—to increase sales, bring down the selling expense and bad debt losses and start new accounts—is at once apparent.

The results in the specialties competition are based on the highest total sales in gallons of certain specialties, which it is particularly desirable to push.

The estimate sales competition is really not a competition at all. It is called a competition because it is

The hardwareman who keeps his eyes on the buildings of the neighboring farmers will see a good many prospective customers.

incentive. The idea is that every man who attains the amount in sales, that it is estimated he should make, is given a sum of \$50.

In these methods of Robert Ingham Clark & Co., there should be something which many firms could follow to advantage.

The convention was not devoid of its social feature. Every day of the convention saw "play time" as well as its work. To top it all off, the convention ended with a river trip down the picturesque Thames on the steamer "Royal Thames," and a banquet long to be remembered at the celebrated Tagg's Thames Hotel.

After the banquet, the men returned on the steamer "Royal Thames" for London, from there, in the next few days, they returned to their several posts of duty, enthused, instructed, broadened by the contact with their fellow salesmen, and enabled to conduct their work more efficiently than ever before.

Paint for houses, barns, floors, cupboards, shelves, furniture, bath tubs, buggies, farm tools, etc. A special paint for each purpose, not one slap-dash mixture for all. Not low priced, but highest grade at fair, honest prices. You know our reputation. We say these are the best paints we know of. You'll say so too after you have used them.—Peck's, Spokane. Wash.

HOW GREATER PROFIT CAN BE MADE ON PAINT OILS AND WHY.

A careful analysis will show that dealers in paint oils lose a remarkably large percentage of their profit where these liquids are retailed from the original containers or from improvised faucet tanks. Obviously, the reader will ask why this is true and how we know this profit-losing condition exists. Just a casual, superficial investigation will prove the accuracy of the above statement. In order to understand it a little more clearly, let us see what paint oils are.



No. 1.—Showing how oils were formerly kept in barrels and tanks in basement.

These liquids may be divided into two broad classifications, as follows:—

Oils.

These are the agents or mediums which hold the pigments in solution and possess a binding power. This penetrating property is what makes the oil useful as a vehicle for pigments. It penetrates the wood and dries, forming a solid surface or coating over the wood, which protects it from the elements. Since the oil dries quickly and forms a hard surface, it necessarily follows that evaporation occurs. In order to secure the best results from paint oils, they should be maintained at their original quality as nearly as possible. Where they are allowed to stand for any length of time in a container which permits absorption and evaporation, the paint oil thickens and forms what is known as "foots" and "fats." It is impossible to change this semi-solid accumulation into liquid form so it can be used for painting purposes, consequently, this is a loss to the dealer.

Reducers and Thinners.

These liquids have a high solvent action and a wonderful oxidizing value. Turpentine, with its penetrating odor, has always taken first place among the volatile liquids used for thinning paints. Next in line are certain grades of asphaltum or paraffine distillates. All of these liquids are very volatile, being obtained through distillation. When these thinners or reducers are exposed to the air or kept in ordinary tanks or barrels, they evaporate and lose their thinning properties. That part which evaporates in the reducer or thinner is the vital part of the liquid. Where any of these liquids are kept in barrels, part of them is absorbed by the barrel. In addition to this, evaporation is permitted constantly, which reduces their quality and in many instances causes dissatisfaction among the trade. Aside from this, the actual amount of loss,

resulting from these conditions, will reduce the profit from ten to twenty-five per cent., depending upon the length of time the liquid was stored in this manner.

An ideal arrangement for handling paint oils, as well as other oils usually sold by the retailer, is found in the system recently installed by the J. H. Ashdown Hardware Co., Winnipeg. We reproduce herewith the three views of this installation, showing the arrangement of pumps and tanks under the new system and the appearance of the oil room prior to the installation.

This equipment was installed by S. F. Bowser & Company, 66-68 Frazer Ave., Toronto, and consists of twenty-five storage tanks with as many self-measuring pumps, tanks ranging in capacity from one barrel (50 gallons) to five barrels (230 gallons). The tanks are placed in the basement and arranged in what they term a battery formation. Tanks are of the same height and length, varying in width to secure the proper capacity. These tanks are made of heavy plate steel, thoroughly riveted and soldered, thus preventing any possibility of absorption, and they are guaranteed evaporation-proof. Each tank is provided with a manhole through which the oil is emptied from the original container. Over the tops of the tanks is conducted a barrel track and a cradle extends from the end of the barrel track to the floor, on which the barrel is rolled. By means of the multiple chain hoist, clearly shown in the illustration, the barrel may then be raised to the level of the track and rolled to any tank into which it is to be emptied. Each tank is provided with a metal gauge, which shows approximately the amount in tank, and is vented to a common header, which is conducted to the outside of the building. This arrangement of tanks will occupy approximately forty to fifty per cent. less floor space than is required for barrels of the same capacity. One man can easily handle and empty the barrels.

The advantage of this arrangement is three-fold: First—It permits the emptying of the barrels immed-



No. 2.—Showing modern oil storage system.

ately on receipt, so they can be returned for credit at once. Second—The tanks being constructed entirely of metal will not permit absorption, which positively eliminates any loss from this source. Third—They will reduce the fire hazard to the minimum thus safeguarding the profits in this direction. The self-measuring pumps are located on the floor above at any convenient point. The illustration shows how compactly these pumps may be arranged. They are placed in a double row along the wall and occupy very little

space compared to the enormous quantities of oil that can be dispensed through them. The pumps are made entirely of metal and will accurately measure gallons, half gallons, quarts or pints at a stroke. They are further provided with a computer, which permits the operator to draw any fractional part of a gallon and make the correct charge for same, the indicator showing what the money value is of any quantity drawn. The pumps are all provided with card holders, showing the names of the oils, and a lock which prevents any meddling or pilfering. The discharge nozzles on the pumps are fitted with a lever shut-off, thus preventing any possibility of evaporation from this source.

At the extreme end of the room and to the left of the pumps shown in the illustration is one standard long distance pump for gasoline.

The following liquids are handled with these outfits: No. 2 kerosene, boiled linseed, raw linseed, No. 1 kerosene, turpentine, No. 1 machine, No. 2 machine, floor oil, roof oil, mith. spirits, lard oil, No. 1 auto, No. 2 auto, No. 3 auto, No. 1 furniture varnish, black Japan, brown Japan, linoil, gas engine cylinder oil, steam cylinder oil, castor machine, orange shellac, white shellac, No. 1 floor oil and elastic oak varnish.



No. 3.—Battery of self-measuring oil pumps in paint department of Ashdown's Winnipeg store.

In addition to the above, there is one outfit for handling gasoline. Tank, to which the pump is attached, is buried outside of the building, with a fill pipe extending to the surface. The gasoline tank is filled from the outside of the building, thus doubly insuring against any accident or explosion due to transferring the liquid in the building. Where the old methods are followed, the oil is spilled on the floor and accumulates year after year. A very large percentage of fires in paint, oil and hardware stores originate from spontaneous combustion in the oil-room. The fire hazard from this source is very great. One of the worst features in this connection is the fact that a fire starting from this source usually occurs at night. As long as there is circulation of air in the building, fire from spontaneous combustion is not eminent, but as soon as the building is closed, shutting off the air circulation, the stale air will become saturated with the fumes and the danger from spontaneous combustion is much increased. Bowser systems are made to conform to the measure of safety prescribed by the Board of Underwriters. They prevent evaporation and there can be no waste, as the self-measuring pumps will discharge accurately whatever quantity is desired without the

use of measures or funnels. A conservative estimate from many sources shows that it is possible to increase paint oil profits ten to twenty per cent. by using a system of this kind. The fact that practically all of the J. H. Ashdown hardware stores are fitted with these systems is conclusive evidence of their satisfactory service and profit-producing qualities.

COST OF ADVERTISING MATTER.

In the last issue of the Journal mention was made of the wilful waste by hardware retailers of the advertising matter furnished by paint manufacturers. Since then Canadian Hardware has had the privilege of looking over a list of the advertising furnished by one firm of manufacturers to their agents. This firm realizes the amount of money that is annually thrown away by the indiscriminate use of color cards, etc., and recently got out a printed list showing just what it cost them to supply one man who handles their complete line of paints, specialties, etc.

To each man who stocks all their goods they give a hanger and slats, which cost \$4.50; 2 window trims, 30 cents each; 1 gold bust, 40 cents; 1 color book, 25 cents; shingle stain color slats, 13 cents a set; 2 hangers, \$1.25 each. A sign is gotten out for each of their specialties, which number 16 in all. To supply just one of these costs \$4.11. Fifteen varieties of color cards are issued, some costing more than others, but one each of the complete set costs the manufacturer 30 cents. Bear in mind, this is only one of each, 100 of each would necessitate an outlay of \$30. Yet many hardwaremen seem to be under the impression that these cost almost nothing and allow them to be practically thrown away. If one man alone uses \$30 worth of cards in a season, the expense of this item alone, to a firm that has a large number of agents, runs into a lot of money. Three special circulars are gotten out during the year. These cost one-third cent each or one cent for one each of the lot. Most retailers send in a fairly big mailing list, so the expense here is heavy.

It will be seen from these figures that the total cost of supplying one dealer with just one of each of these articles (only one of each color card) is \$12.80. Thus a firm with only five agents spends \$6,400 in supplying these agents with one each of the advertising articles.

This amount is large, yet there are paint firms in Canada to-day who are spending a far larger sum on advertising. It goes to show what the manufacturer is doing to help the retailers of the country, yet there are many of the latter who do not appreciate it, but who seem to think that the firm whose line they are handling is obliged to do this. This is the wrong way to look at the situation. If all manufacturers were to get together and agree to cut off the supply of advertising matter, the retailer would soon find his sales falling off and be glad to take more care of the stuff. While you have the privilege, don't abuse it.

Circularizing names sent by dealers is another heavy item in the manufacturer's cost of doing business. One large retailer in Western Ontario has a mailing list of 1,500 names. Four times a year the firm whose paint he handles sends these people a circular. Using a one cent stamp, postage costs \$60. Add to this the cost of printing and the wages paid extra help for enclosing these circulars and one can readily see the expense incurred.

Manufacturers are doing more to-day to help the retailer than ever before, but, in the opinion of one of them, the limit has about been reached if they are going to make money out of their goods at present prices.

A CONFESSION

Lowe Brothers "High Standard" Liquid Paint is good paint—not morally good—but efficiently good—

and still we are not satisfied—not that we are dissatisfied but we are unsatisfied.

We strive always to make better paint, year by year, as experience and knowledge grow.

We have spent years in bettering an excellent formula—in perfecting improved machinery—

In increasing the service of a serviceable—the beauty of a beautiful—the wearing of a durable paint.

For we believe that the making of an efficient paint is nothing more than the desire to make efficient paint, plus the knowledge to make efficient paint.

We admit that "High Standard" Paint is the best on the market to-day but still we unceasingly strive to improve.

If this kind of progressiveness appeals to you as a good proposition to "hitch up" with—write

**Lowe Brothers**
LIMITED

Toronto

Dayton

New York

Boston

Chicago

Kansas City

LYON-MONKHOUSE, LIMITED

Salter and Flora Sts.

Winnipeg

The Bowser Way To Handle Paint Oils

Do you suppose we could have induced so many of your business associates and competitors to invest their money in

Bowser Paint Oil Systems

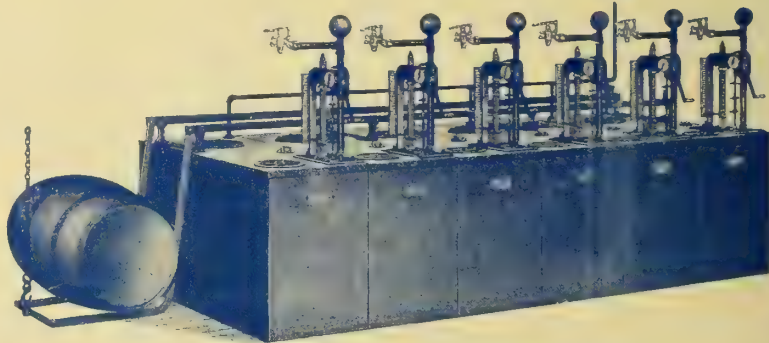
if it was not a good investment ?

Many of the largest hardware and paint stores in the Dominion are using Bowser equipment for retailing oils. If it makes money for them it will just as surely make money for you.

It doesn't make any difference how much you handle, nor how small your business, there is a Bowser system adapted to your needs in size and price—you can buy one tank and pump, or you can get a battery, and every system will pay for itself.

Another paint season will be upon you soon. Why not get ready now so you can get a better profit hereafter. Don't be satisfied with just a living profit, get all the profit.

This is the first floor style. You can get the basement style if you want it. The tanks are then in the basement with the pumps only on the first floor.



First Floor Outfit Cut No. 109, for Paint Oils

*Don't wait any longer. Drop a card to-day
for our free book No. 5 N. Do it now.*

S. F. Bowser & Co., Inc.
66-68 Fraser Ave., Toronto

A Model Hardware Store

In the business of H. Wolfhard & Co., Berlin, Ont., possesses one of the finest hardware stores in the country. The store is located on King street west, right in the centre of the city, and is one of the finest locations to be had. The business was founded 22 years ago, and was known as Gies, Wolfhard & Co. After about five years, Mr. Wolfhard dropped out and worked for Mr. Gies for eight years. He then bought the business, along with W. K. Weber and Geo. Sehl, and formed the present company. Mr. Wolfhard looks after all the outside work, Mr. Weber after the store and office affairs, and Mr. Sehl attends to the tin-smithing department.

The store itself is 21 x 96 feet, two stories high, with a workshop 23 x 45 feet at the back. Then there is a large basement the whole length of the store.

a like nature. Shelves extend back 45 or 50 feet to the office, and are loaded with all kinds of tinware, kitchen utensils, etc. In front of these shelves are two large tables, used to display seasonable goods. These tables are watched carefully to see that nothing but goods that are in demand at that time are shown. When the writer called in the middle of July, such things as fishing tackle, watering cans, sprayers, lawn sprinklers, hose, screen doors and windows, electric irons, ice cream freezers, hammocks, fly traps, etc., were on view. The space underneath the tables was put to good use in displaying seasonable goods, so that no space was wasted, and yet the whole did not look crowded. The space to the rear of these tables was occupied by a neat display of gas ranges and refrigerators.

Towards the rear of the store, on this side, are located the offices, and here two clerks are kept busy looking after the bookkeeping and office affairs of the



Store front of H. Wolfhard & Co., Berlin, showing window display and demonstration of aluminum ware and interchangeable coal and gas range.

As will be seen from one of the photographs, the door is situated in the centre and set back, giving much more room for window display than when set right on the street. A wide aisle runs through the centre to the back. Right at the front, one on each side, are two silent salesmen, one of which is used to display cutlery and the other containing all manner of carpenters' and builders' tools. A large counter runs almost the entire length of the store on one side, behind which are the shelves, where the various tools and light hardware are displayed in drawers with closed fronts, with samples on the outside, while those near the front of the store have glass fronts, with the samples shown on a dark green cloth background. Towards the rear of the store on this side is the paint department, and behind this again are shown lawn and garden tools, haying tools, etc.

Near the entrance, on the other side, are several large glass-front wall fixtures, used to display various lines of cutlery, silver tea services, and other lines of

firm. Part of this is partitioned off as a private office for the members of the firm, and in this private office a large vault has been built in the wall, in which all the books, cash, etc., are kept.

Behind this again is a large room, which has been fitted up jointly as a model bathroom and a model kitchen. Here also are displayed electric and gas fixtures in a wide range. At the very rear of the store is a large tin shop, where a big staff is kept going all the time.

In the front part of the basement are stored such things as glass, rope, oils, etc., while at the rear is the plumbers' pipe fitters' workshop and stocks of pipe. Three plumbers and an equal number of helpers are kept going all the year round, so great is the business done in this line.

A feature of the store is an electrically-operated elevator. This is placed at the rear of the store in the tin shop, near the entrance where all goods are received. It is used for hoisting all manner of freight to the store-room on the second flat, and it is easily seen the

Interior view of the store of H. Wolfhard & Co., Berlin, Ont. This is one of the best laid-out stores in the country, and shows what a little ingenuity will do.



time and labor that is saved in raising stoves and other heavy articles.

The upstairs is used mainly as a store room for unseasonable goods and surplus stock, but a part has been set aside for displaying stoves. In the roof of the building is a large skylight, and this throws ample light to show up the whole flat. Directly under this skylight is a prism which allows the light to enter on the ground floor in the store, as there are no windows at the rear and were it not for this the light would be very poor.

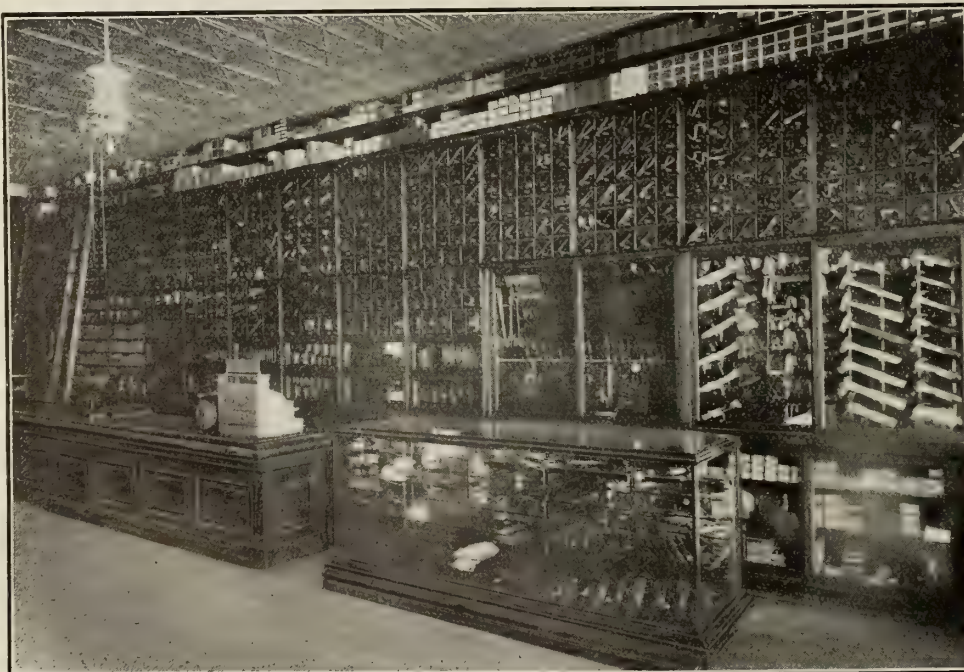
For protection against fire, a metal ceiling, from the Metal Shingle & Siding Co., Preston, Ont., was installed.

The counter and fixtures throughout the store are all done in oak. The former was furnished by the Walker Bin & Store Fixture Co., Berlin, and the silent salesmen by the Berlin Interior Hardwood Co. The sliding

ladders used were supplied by F. E. Meyer & Bros., Ashland, Ohio. The plate and prism glass came from the Hobbs Manufacturing Co., London, Ont.

The photographs of the windows show displays of aluminum ware. These were taken around the end of May of this year, when a demonstration of these goods was held. In one of the windows was a McClary Interchangeable Coal and Gas Range, and demonstrations of cooking and baking were given for four days. Demonstrations of various natures are held from time to time, and have always proved a success.

When asked as to what they attributed their success in building up such a large business, Mr. Weber replied: "Hard work and the natural growth of the town. We have three partners here, so you see the work is looked after pretty well."



Sectional view of H. Wolfhard & Co.'s store. Note the attractiveness silent salesmen add to the appearance of a store.

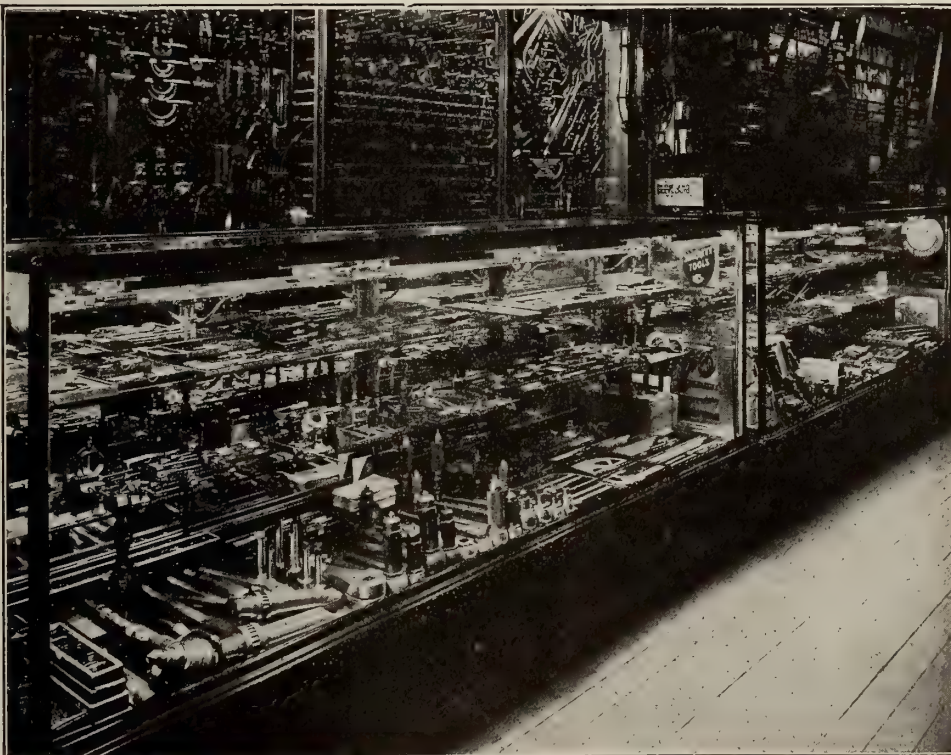
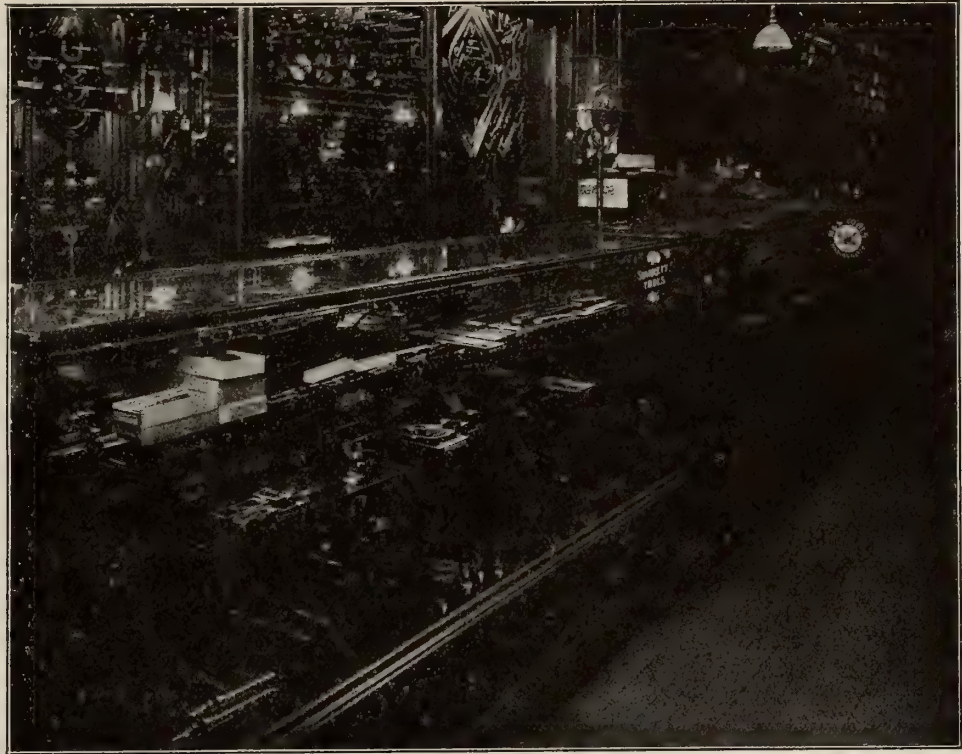
HOW TO PROPERLY LIGHT SHOW CASES.

There is an old saying among merchants that goods well displayed are half sold. Certainly, there is no doubt but that suggestion has much to do with good salesmanship. An elaborate window display, for example, often arouses in the onlooker a desire to buy.

But the work that the window does, should be followed up by making the display cases and counter cases as attractive as possible, for when the customer is once inside the store, suggestion leads immediately to the impulse to buy.

Merchants everywhere, particularly hardware mer-

No. 1.—The show case without the aid of artificial light.



No. 2.—The same show case when illuminated with the J-M Linolite lamp.

chants, are paying much attention to the careful arrangement of the display in their cases, but there are many dealers who fail to realize the advertising value of well lighted cases.

A show case may be ever so well arranged, but the effect of painstaking care, in effective arrangement of display, will be lost on the prospective customer unless the case is properly lighted so the goods can be seen to best advantage. Show cases are show cases only when thoroughly and properly illuminated. This is especially true when they are in dark corners or the back of a store, and during the hours just before closing time.

The difference in power of suggestion is strikingly brought out in the two illustrations shown here of a hardware store. In both cases the goods have been splendidly arranged and yet in the one shown in Fig. 1 the power of suggestion is lost, because the articles are not properly lighted to bring out their outlines in relief.

After the case had been lighted with the J-M Linolite lamps, as in Fig. 2, the efficiency of the case was easily doubled, since every article is forced on the attention of the observer. The striking contrast between these two photographs should open the eyes of dealers as to the advisability of properly lighting counter cases.

The J-M Linolite lamp, used in this installation, will give satisfactory show case lighting, because it is made in tubular form, twelve inches in length, and its peculiar shape makes it a perfect light distributor, yet very easily concealed. When combined with a J-M Linolite reflector, the minute details are brought out in relief, and the tungsten filament develops so little heat as to entirely overcome any objection on this account.

The J-M Linolite lamps and reflectors are made by the H. W. Johns-Manville Co., Toronto.

KEEP THE CLERKS "POSTED."

If you have cut the price on any article and have advertised a special sale, do not fail to inform your clerks of the fact. We know of a good many cases where something has been advertised at a special price and the clerk has not been made aware of the fact. Then, when a customer purchases that article and finds the regular price is being charged, the result is that there is considerable confusion for a short time, and often the sale is lost.

A SUCCESSFUL COMPETITION.

Every person, no matter what station he may hold in life, is looking for something for nothing. Any competition where a person stands a chance of doing this has an attractiveness that is hard to get away from. There are many ways of running a competition of this nature, but one of the best is a range guessing contest. Many hardware men have tried this scheme and have found it pays well. The method usually adopted is to put a range in the window, and invite people to guess the weight of it. Most men give a guess for every dollar purchase, and the person guessing the correct weight, or nearest to it, is given the range free. This scheme not only induces people to pay cash, but it draws trade to your store that might, otherwise, go elsewhere.

C. A. Willits & Co., hardware dealers, Leamington, Ont., conducted a competition of this kind two years ago, and writes as follows regarding same:

"Our idea in holding this competition was to induce customers to pay cash, as well as to promote sales.

The range was placed in the window on June 10th, and remained there till July 30th. One guess was allowed for each purchase of a dollar. A town ballot box was borrowed to contain the guesses, and a prominent lawyers of the town was selected to examine them. During the last few days of the competition, great interest was manifested, and the result was that our sales increased greatly. The winner proved to be a prominent farmer of the district, who guessed the correct weight, 393½ pounds. Several were within ¼ or ½ pound, but only one guessed the correct weight. We consider this a good method of advertising."

A GOOD LADDER BUSINESS.

The Stratford Manufacturing Co., Limited, manufacturers of hay slings, carriers, ladders, lawn swings, suspended porch seats and other lines, recently reported to The Journal as follows regarding the trade situation: "Referring to the business of the present year, would say that, as far as ladders go, we have sold more this year than any other year, but our outside goods have fallen down considerably owing to the extremely dull and cold weather we have been having.

"We believe that the Fall business will be good, as there is every indication of a good fruit crop and, if such is the case, many ladders will be used for fruit picking purposes."

MARK PRICES IN PLAIN FIGURES.

"We mark all goods in plain figures," said the head of the hardware department in a big store who had been formerly in the hardware business and was familiar with both systems, "and that's where hardwaremen make a great mistake. In the first place it not only shows confidence but it inspires it in your customer. Again, we have people here every day who do not know just exactly what they want. They like to wander around and examine the stock. Send a salesman or saleswoman around after them and possibly they figure you suspect them and go away insulted, or they think they are taking up the time of an employee without return, hence they hurry through. Now let them go alone without anything marked and they can't tell whether they want an article or not, for they do not know the price, and most of them hesitate to keep calling some one to price articles for them. But just turn them loose in here with each item marked in plain figures. Let them wander around among the displays. They rarely go out without making some purchase, and often much more than they intended to buy. The system also helps us out with overflow crowds when we could not give each one a saleswoman if we wanted to. Some day you hardware people will wake up. Meanwhile we are getting the business."

TENDENCY TOWARDS HIGHER PRICES.

"Nineteen twelve has been with us a very satisfactory year, and the chances for the Fall business are in every way excellent," remarked a representative of the Allan Hills Edge Tools Co., Limited, of Galt., to the Hardware, Stove and Paint Journal the other day. "In common with other manufacturers of this country, we have been inconvenienced by delay in getting raw material. The shortage of labor has also affected our output to a certain extent. We feel strongly that the tendency is towards higher prices, both on account of the increase in cost of raw material and increase in cost of labor."



Exclusive Agency Offered

to the first Merchant in each Town
or City who Makes Application

EUREKA ELECTRIC VACUUM CLEANER

Retails at \$45.00

DEALERS WHO PUSH THIS MACHINE WILL MAKE MANY SALES

We have examined a large number of small size Electric Vacuum Cleaners and have found the *Eureka* to be the best in every way. So enthusiastic are we about it that we have secured its exclusive sale in Canada, and have contracted to take one hundred machines or more each month. And our standing as pioneer manufacturers of hand and electric vacuum cleaners ought to enable us to know a good thing when we see it.

A GUARANTEE under seal is given with every *Eureka Cleaner*, the simplicity of its construction making this possible. There are only three parts to the actual cleaning part of the *Eureka*, the motor, the fan and the dust bag. Its low cost of operation and its lightness in weight and powerful suction are strong selling features. We offer a liberal trade discount and want an agent in every locality.

Write us for Circulars and Trade Prices

Onward Manufacturing Co., Berlin, Ontario.

Toronto Store :
423 Yonge Street



Buyers will Look for this Trade Mark

Be ready to supply them with a genuine Cleveland Grindstone from our Berea or Huron quarries—the world's standard of highest quality. Every stone can be identified by this trade mark. Advertising campaign for business is in full swing. Cleveland Grindstones are made in all sizes—power, hand and treadle—and for all purposes. No matter what the needs of your trade, you can get them from us at prices that insure generous profits. Write for Catalogue and Prices.



FOOT POWER

Look for the trade mark on every stone.

The Cleveland Stone Co., Cleveland, O.

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Urns.

Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.



"OAKVILLE" PURE ALUMINIUM COOKING UTENSILS

"WILL OUTWEAR ANY WARE"

Each article made from a single piece of Aluminium. No cracks or seams, will not scorch or burn. Heat passes through aluminium two or three times as fast as through tin or iron, cooking food more quickly. Highly polished finish, making excellent displays on windows or shelves. **Their fine appearance backed by their finer quality, make them quick sellers.**

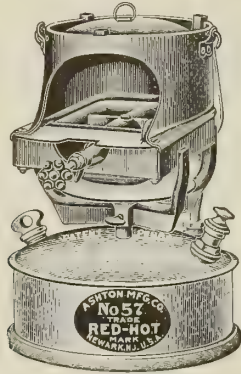
Our Guarantee—*If the goods are not satisfactory, return them at our expense and we will return your money, or credit your account.*

WRITE FOR TERMS AND FULL PARTICULARS. PROMPT SHIPMENT.

THE WARE MFG. CO., LIMITED, Offices : 220 King St. W., Toronto Factory at Oakville, Ont.

weather. Full particulars as to method of installation, etc., will be gladly furnished on request.

The Ashton Manufacturing Co., Newark, N.J., have put on the market two new fire pots. These tanks are simple in construction, but strong and durable. The tanks are made of heavy galvanized iron and equipped with a patented automatic pump which supplies the air pressure quickly. The burner has double heating surfaces giving perfect combustion and burning from each side to the center. They are noiseless, smokeless and odorless. The gas is superheated and



produces an intensely hot blue flame. The flame can be turned down low if desired, saving fuel expense, as there is a sub-flame for the generator and the maximum heat can be had at a second's notice. The No. 57, here illustrated, will heat a pair of 12-lb. coppers and melt a pot of metal at the same time. Capacity 4 quarts. The No. 58 is exactly the same as No. 57 but one size smaller which makes it lighter and a little more compact. Capacity 3 quarts.

The Onward Mfg. Co., Berlin, Ont., have recently secured the exclusive agency for the sale of Eureka vacuum cleaners in Canada. This firm investigated several makes and have come to the conclusion that this is the best small sized electric portable machine they could handle. Not only can it be used for cleaning carpets and floors, but a hose can be attached, and curtains, books, radiators, walls and bedding can be cleaned thoroughly. Then, too, when cleaning carpets, the machine can be put on wheels, making it so simple a child can operate it. A sealed guarantee is furnished with every cleaner. Among the firms who have bought this machine recently through the Toronto office are the Toronto Street Railway Offices, Queen's Hotel, National Club and the Office Specialty. Attractive literature will be mailed to any hardware dealer making the request.

FAIRBANKS-MORSE GET NEW AGENCY.

The Canadian Fairbanks-Morse Company, Limited, has secured the Canadian agency for the Orenstein-Arthur Koppel Co., of New York, consulting engineers and manufacturers of portable railways, industrial railways, narrow gauge sidings, narrow gauge public railways, and railway equipment of all descriptions.

The works of the Orenstein-Arthur Koppel Company are located at Koppel, Pa. They have been in business thirty-five years and have built and developed industrial and narrow gauge railways of every description in all parts of the world. Their catalogue No. 400 covers their line very comprehensively, a copy of which no doubt can be obtained from The Canadian Fairbanks-Morse Co., Limited, Montreal.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The Brown Boggs Co., Limited, Hamilton, Ont., manufacturers of tinsmiths' and sheet metal workers' tools and machines, have issued a handsome 160-page catalogue which is now being sent to the trade. The book is filled with excellent half tones showing the various tools and machines required in the tinshop, and full descriptions of all lines are given.

The B. Greening Wire Co., Limited, Hamilton, Ont., have issued a comprehensive catalogue of their various lines of wire rope and fittings. The booklet is handsomely illustrated by clear half tones and all lines of wire rope manufactured by the firm from the heaviest to the lightest are listed, together with the price per foot, diameter, circumference, weight per foot and the proper working load for each particular grade. A particular feature about the catalogue is that it contains interesting information on how to use and care for wire rope. Only the best paper has been used, the cover is embossed in striking design and the whole is bound with a fine silk cord, making it a handsome volume and one that every hardware man should have. A copy will be sent on any paper, free on request.

The Plymouth Cordage Co., Ltd., Welland, Ont., have adopted a co-operative plan of advertising, with a view to increased profit in the rope business for the retail merchant. An advertising service has been established which includes suggested window trims with complete instructions, lithographed hangers and show cards. The cards give short, definite reasons why Plymouth is good—they carry a real message. The banner is artistic, and features a fully rigged ship, the banner being the company's trade mark.

There is also furnished a booklet on rope for local distribution. It shows the man who thinks "rope is just rope" facts about rope making and rope values. It is attractively illustrated. The company announces that it will soon resume the publication of 'Plymouth Products,' a series of bulletins treating of the manufacture of Plymouth rope and other matters of interest to dealers generally. A four-page circular being sent out by the Plymouth company explains in detail the whole plan and tells much about the quality and salability of Plymouth rope. The point is made that the service is easy to handle and that it can be put to effective use without in any way conflicting with a merchant's other advertising.

McKinnon Dash Company, St. Catharines, Ont., are sending out a neat pamphlet giving illustrations, descriptions and price lists on folding chairs, camp stools and automobile number placards. The folding chair is designed for use in automobiles to increase the capacity of the car and also for use in motor boats. The smallest size of these chairs, which is known as child's size, is adapted for the home and kindergarten, and another style, called the child's seat, is designed for hanging over the back of the regular automobile seat or over the doors.

Advertising is after all in its essence the publishing of store news, whether it be quality, price or service. Every intelligent merchant can do this. And the more experience he has the better will he do it.

The Quality of

Glidden

**Green Label
Varnishes**

**They
Wear
Well
Long
After
Ordinary
Varnishes
Are
Well
Worn**

It is always easy to sell quality goods. That's the chief reason it's always easy to sell Glidden Green Label Varnishes, Stains and Specialties.

No sir, they won't sell themselves—don't know of anything that will—but when sold, they stay sold.

Sales of Green Label Varnishes create more sales, and those sales create more sales.

It's an endless chain of profitable business. Profitable business—read that again—Profitable business. Why profitable? Mr. Merchant, the Glidden discounts are more generous than those of any other varnish manufacturer.

Write for our special proposition to the trade. Do it to-day. Use the attached coupon.

The Glidden Varnish Company
Toronto, Canada

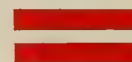
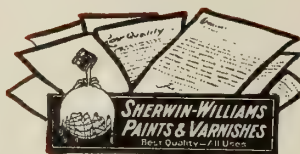
Factories : Toronto, Canada Cleveland, U.S.A.
Branches : London New York Chicago

The
Glidden
Varnish Co.
Toronto, Canada

Gentlemen—Send me full information of special offer to the trade on Green Label Varnishes, Stains and Specialties, understanding it will place me under no obligation.

Name.....

Address.....



High Quality Goods plus efficient advertising equals profits in the dealers pocket

There are two big essentials in successful business building. The first is to have good quality in the goods you sell, the second is to let the possible buyer know that you have such goods for sale.

The fact that these two essentials are the backbone of The Sherwin-Williams Agency Proposition should be of interest to every paint dealer not now selling Sherwin-Williams Paints and Varnishes. Sherwin-Williams advertising will bring customers to your store, Sherwin-Williams quality will hold them and bring them back again and again for purchases.

Are you familiar with all the details of what we have to offer in our Agency proposition. It is the most desirable and profitable business connection offered to the hardware merchant to-day. A request for information puts you under no obligation. If there is not a Sherwin-Williams Agent in your town write us to-day.



SHERWIN-WILLIAMS PAINTS & VARNISHES



Address all inquiries to *The Sherwin-Williams Co. of Canada, Limited*, Montreal, Toronto, Winnipeg, Vancouver

Everything that a Painter Needs

"The right paint
to paint right"

whether it is a single small hairline brush or a ton of white lead; a can of the most delicate inside paint or a carload of paint for rough outside work; a varnish for a piano or the floor of a public entrance; a pane of plain barn glass or a window of the finest fancy glass, we can supply you with all down to the last detail.

"The right paint
to paint right"

The Ramsay Line is complete,

absolutely complete and here's a roll call
of some of our various lines

Pure White Lead
Pure Vieille Montagne
White Zinc
Exterior White Lead
Unicom Mixed Paints
Bulldog Mixed Paints
Shingle Stains
Ramsay's Outside Paints
Graphite Paints
Varnish Stains
Campbell's Varnish Stains
Carriage Paints
Wagon Paints
Enamels
Bulldog Colors in Japan

Bulldog Colors in Oil
Ramsay's Colors in Japan
Ramsay's Colors in Oil
Aluminum Paints
Varnishes of all kinds
Universal Varnish
No. 400 Hard Oil Finish
Stovepipe Varnish
Pure Linseed Oil
Pure Turpentine
Dry Colors
Brushes
Paper Hangers' Tools
Muralo
Indelible

Calcimo
Calorite
Floor Wax
Chamois Skins
Sponges
Glaziers' Diamonds
Bronzes, Gold Leaf
Glues
Window Glass
Fancy Glass
Putty
Vienna Green
Artist Materials
Etc., Etc.



Then we are sole Canadian Agents for

Windsor and Newton's Artists' Materials

"Everything for the Artist"

Also Exclusive Canadian Distributors for

Cow Ease

Keeps flies off cattle and horses. Endorsed by thousands
of Dairymen and Farmers

*It will pay you to be identified with our
complete line and always be ready for
a customer no matter what he wants.*

A. Ramsay & Son Co., Montreal

Paint Makers Since '42

Western Distributors

Revillon Wholesale Ltd., Edmonton

A. McBride & Co., Ltd., Calgary

F. R. Begg & Co., Ltd., Vancouver

"The right paint
to paint right"

"The right paint
to paint right"

IN CASE OF FIRE



The insurance adjuster will make you prove your loss before he will recommend payment on your policy if your store burns.

Are you in shape to-day to prove the value of your stock of merchandise? You must do something to prove its value, your statement is not enough. What records have you?

If you are not one of the seventy thousand users of the McCaskey Gravity Account Register System, the chances are you have none.

Only
One Writing

**The McCASKEY
SYSTEM**

First and Still
the Best

with one writing will handle every detail of your business from the time you buy your goods until the money for them is in the bank. It will cut your useless bookkeeping. Every time you copy an account you add to chances for making mistakes. It will prevent disputes with customers over their accounts because each customer has the same record of his account as has the merchant, and in the same handwriting. It prevents forgetting to charge. It is an automatic collector and brings money into the store faster than any human agency can. It is an automatic credit limit, and in case of fire puts you in position to prove your loss.

There is no need to wait to see what the "other fellow" thinks of the McCaskey System. Ask us and we'll send you hundreds of letters from users, merchants in your locality, who tell us it pays for itself several times in the course of the first year it is installed.

A letter or postal will bring you information without obligation on your part to purchase.

Better write to-day, or tear out this advertisement, sign your name and address. We'll know you want information.

DOMINION REGISTER CO., Limited

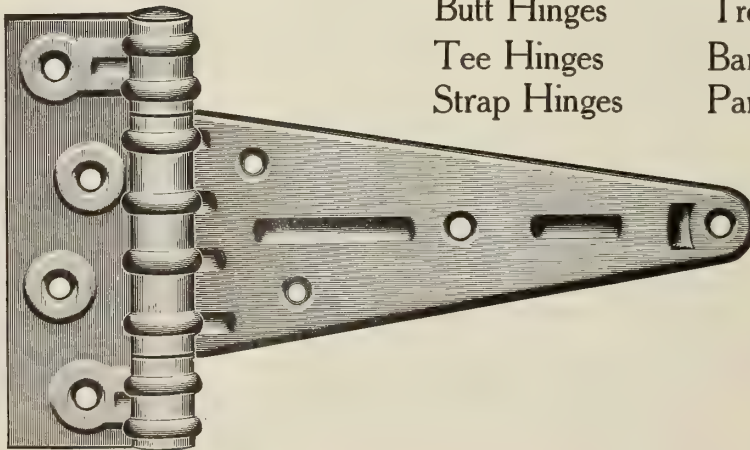
90-98 Ontario St., Toronto, Canada

Branches:—New York, Boston, Pittsburg, Chicago,
Minneapolis, Kansas City, San Francisco,
Atlanta, Memphis, Washington.

519-521 Corn & Produce Exchange, Manchester, England.
The McCaskey Register Co., Alliance, Ohio, U.S.A.

Crescent Brand Hardware

CORRUGATED HINGES, 1 Pr. in a Box



Butt Hinges
Tee Hinges
Strap Hinges

Trolley Hangers
Barn Door Hangers
Parlor Door Hangers

Hinged Hasps	Shelf Brackets
Wagon Hardware	Gate Hooks
Wrought Staples	Etc.
Wire	Steel Bands
Steel Bars	Steel Rods
Steel Sheets	Steel Hoops



CANADA STEEL GOODS CO., Limited

HAMILTON,

CANADA

SORT UP IN BRUSHES

Order from
your jobber
or send
direct to us

Examine your stock of brushes and stock up for the Fall now, with

"BRYAN'S BRUSHES"

Don't let your stock of fine Painters and Decorators Brushes run down and run the chance of losing sales.

Brushes for Household and Farm use will be in big demand from now on, so stocks should be complete.

A copy of our latest Catalogue sent on request

Thomas Bryan, Limited

LONDON CANADA

WESTERN REPRESENTATIVES:

Winnipeg Paint & Glass Co., Winnipeg & Edmonton
Calgary Paint & Glass Co., Calgary
W. N. O'Neil & Co., Limited, Vancouver

"Lingerwett" Extra

Varnish Remover

Fast cutting, slow drying with wonderful solvent power for rapidly removing VARNISH, PAINT, ENAMEL, ETC.

"LINGERWETT" is the "LIVE WIRE" for quick and easy stripping of Varnished or Painted Surfaces.

It is the "Minute Man" in Remover.

The strongest and most satisfying product ever offered.

*Write for Case Lot Proposition
Assorted Sizes*

Gallons—Halves—Quarts—Pints

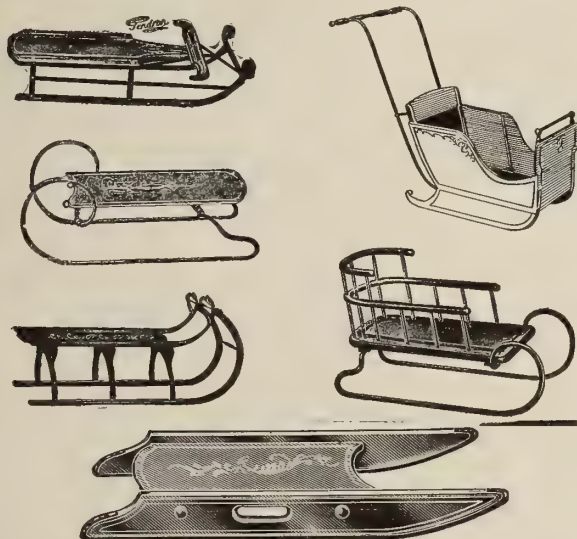
SANDERSON PEARCY & CO.

61-63-65 Adelaide St. West Limited
TORONTO

The Gendron Mfg. Co., Ltd.

Manufacturers of Baby Sleighs,
Boys' Sleds and Girls' Sleighs

Full line in grade "F" catalogue. Write for prices and discounts.



The Gendron Mfg. Co., Limited
TORONTO

Quality sells our Glass

When buying Window Glass, see
that you get the world-wide brand



Manufacturers of all kinds of British
Window Glass, Polished Plate, Silvered
and Bevelled Plate, Wired, Rolled and
Cast, Rolled Cathedral, Figured Rolled
White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
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Rope and Twine — Sisal rope 0 09 Pure Manila rope 0 11 "British" Manila 0 09½ Cotton, 3-16 inch and larger 0 24 Russia Deep sea 0 16 Jute 0 09½ Lath Yarn, single 0 08 Lath Yarn, double 0 08½ Sisal bed cord, 48 feet, per doz. 0 65 Sisal bed cord, 60 feet, per doz. 0 80 Sisal bed cord, 72 feet, per doz. 0 95	Rivets and Burrs —Iron Rivets, black and tinned, 60, 10 and 10. Iron Burrs, 60 and 10 and 10 per cent. Copper Rivets, usual proportion burrs, 35 and 12½ per cent. Copper Burrs only, 22½ p.c. Rivet Sets —Canadian, 35 to 37½ per cent. Sad Irons —Mrs. Potts, No. 55, polished, per set 0 90 Mrs. Potts, No. 50, nickle-plated, per set 1 00 Mrs. Potts, handles, japanned, per gross 8 40 Common, plain 4 25 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper , 35 p.c. Sash Weights —Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 65 Sash Cord —No. 8, per lb. 0 31½ Screws —Wood, F.H., bright and steel 85 15 and 10 Wood, R.H., bright 80 15 and 10 Wood, F.H., brass 75 15 and 10 Wood, R.H., brass 70 15 and 10 Wood, F.H., bronze 70 15 and 10 Wood, R.H., bronze 65 15 and 10 Drive screws 85 15 and 10 Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine) — Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades — Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50, 45 and 2½ per cent. Soldering Irons — Base, per lb., 28 cents. Sap Spouts — Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples — Poultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. 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(CANADA), LIMITED.

announce that Western dealers can now secure their requirements of Minerva Paints and Paint Specialties with the least loss of time in transit and the lowest possible freight charges by ordering from the following points:—

WINNIPEG—Pinchin, Johnson & Co., (Canada) 128 Princess Street.

REGINA—Peart Bros. Hardware Co., Ltd., Distributors for Southern Saskatchewan.

SASKATOON—The Saskatoon Hardware Co., Ltd., Distributors for Northern Saskatchewan.

CALGARY—The Western Supply & Equipment Co., Ltd., Distributors for Southern Alberta.

EDMONTON—The Western Supply & Equipment Co., Ltd., Distributors for Northern Alberta.

VANCOUVER—Wm. N. O'Neil Co., Limited, Distributors for British Columbia.

(M-52)



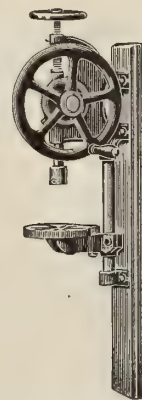
The Famous "Buffalo 200 Silent Blower," 1911 Model, 14-inch Fan, is commanding the attention of the entire blacksmith world on account of its wonderful performance. Gives 22% more blast and works as easily as the best of 12-inch blowers.

"MADE IN CANADA"

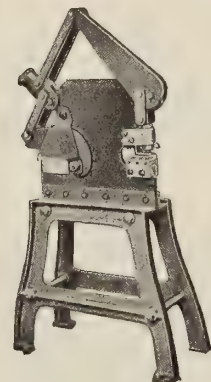
"MADE IN CANADA"



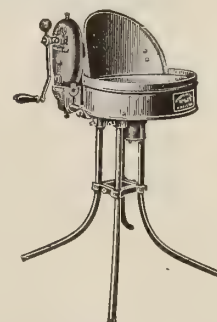
No. 130 Low-priced Forge for light repair work, rivet heating and farm use.



No. 150, Light Ball-Bearing Drill. We carry a complete line of Blacksmith Drills.



No. 4 B. Punch and Shear. All sizes. For hand and power.



No. 625. The World's Standard Rivet Heating Forge.

"Buffalo"

Blacksmith, Horse Shoer, Tinsmith and Farm Blowers, Forges, Drills.

Contractors, boiler-makers, bridge builders, railroads, mills, factories, tinsmiths, farmers and people in a dozen other occupations use Buffalo blacksmith tools. Let us put before you information which will help you get your share of their business with very little effort on your part. Drop us a line now.

Canadian Buffalo Forge Co., Limited
MONTREAL

RAZOR STROPS.

Carborundum Co., Niagara Falls, Ont.
J. Wiss & Sons, Newark, N. J.

REGISTERS (Warm Air).

Canadian Heating & Ventilating Co., Owen Sound.
Clare Bros., Preston.
Ferrosteel Co., of Canada, Bridgeburg.
Gurney Foundry Co., Toronto.
Hamilton & Stott, St. Thomas.
McClary Mfg. Co., London.
James Stewart Mfg. Co., Woodstock.
James Smart Mfg. Co., Brockville.
Tuttle & Bailey Mfg. Co., Bridgeburg.

ROOFING (Metal).

Metal Shingle & Siding Co., Preston.
Winnipeg Ceiling & Roofing Co., Winnipeg.

ROOFING (Prepared).

Brantford Roofing Co., Brantford.
Canadian Supply Co., Toronto.
Dominion Roofing Co., Toronto.
H. S. Howland, Sons & Co., Toronto.
Canadian H. W. Johns-Manville Co., Toronto.

REFRIGERATORS AND ICE CHESTS.

Thos. Davidson Mfg. Co., Montreal.
Lewis Bros., Ltd., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
Jas. Smart Mfg. Co., Brockville.

RUBBER GOODS.

Gutta Percha & Rubber Mfg. Co., Toronto.

RULES AND TAPES.

Luffin Rule Co. of Canada, Windsor.
Stanley Rule & Level Co., New Britain, Conn.

SAD IRONS.

Dover Mfg. Co., Canal Dover, Ohio.
McClary Mfg. Co., London.
Taylor Forbes Co., Guelph.

SAFES.

Goldie-McCulloch Co., Galt.

SANITARY CLOSETS.

N. M. Walker, Grimsby.

SAWS.

E. C. Atkins & Co., Hamilton.

SCALES.

Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.

B. Greening Wire Mfg. Co., Hamilton.

SCREWS.

Steel Co. of Canada, Hamilton.

SHEARS.

Canadian Buffalo Forge Co., Montreal.

SHOVELS AND SPADES.

Lundy Shovel & Tool Co., Peterboro.
Canadian Shovel & Tool Co., Hamilton.
Erie Iron Works, St. Thomas.

SILVER POLISH.

Wondershine, Limited, Toronto.

SILVERWARE.

Oneida Community, Ltd., Niagara Falls, Ont.
Toronto Silver Plate Co., Toronto.

SHEET METALS.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SPORTING GOODS.

A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Marble Arms Mfg. Co., Gladstone, Mich.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPRAYERS.

Collins Mfg. Co., Toronto.

SPRINGS AND AXLES.

Guelph Spring & Axle Co., Guelph.

STEEL TROUGHS.

Erie Iron Works, St. Thomas.

STORE EQUIPMENT.

S. G. Bowser & Co., Toronto.

Walker Bin & Store Fixture Co., Berlin.

National Equipment Co., Toronto.

STOVES AND RANGES.

Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Copp Stove Co., Fort William.
Collins Mfg. Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

Doherty Mfg. Co., Sarnia.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N. B.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall-Zryd Foundry Co., Hespeler.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

Moffat Stove Co., Weston.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

STOVE CEMENT.

G. L. Sterne & Son, Brantford.

TACKS.

U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.

McClary Mfg. Co., London.

B. & S. H. Thompson, Montreal.

U. S. Steel Products Export Co., Montreal.

TOOL GRINDERS.

Cleveland Stone Co., Cleveland.

Pike Mfg. Co., Pike, N. H.

Taylor Forbes Co., Guelph.

TOOLS (Mechanics).

Dorken Bros., Montreal.

Utah Hills Edge Tool Co., Galt.

North Bros., Philadelphia, Pa.

TRAPS.

Oneida Community, Ltd., Niagara Falls, Ont.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.

Pollock Mfg. Co., Berlin.

VALVES AND UNIONS

Jas. Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.

Dart Union Co., Toronto.

VENTILATORS.

Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.

Cummer Dowsell, Ltd., Hamilton.

D. Maxwell & Sons, St. Marys.

Taylor Forbes Co., Guelph.

Henderson & Richardson, Montreal.

WATER SERVICE SYSTEMS.

National Equipment Co., Toronto.

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

H. S. Howland, Sons & Co., Toronto.

Kennedy Hdw. Co., Toronto.

Lewis Bros., Ltd., Montreal.

Rice Lewis & Son, Toronto.

Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Montreal.

Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.

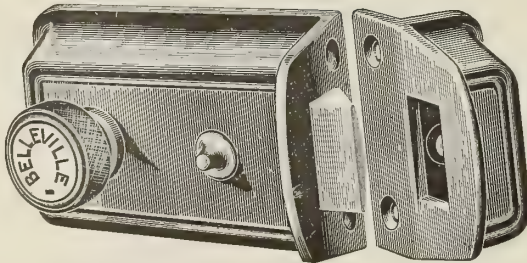
Imperial Steel & Wire Co., Colingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.



Do you handle Belleville No. 99 Cylinder Night Latch? If you will ask your jobber for it and compare with any Night Latch on the market at the same price, you will not handle any other.

Send For Our Catalogue No. 3

THE

Belleville Hardware & Lock Mfg. Co. Ltd.

BELLEVILLE, CAN.

HIGH GRADE BUILDERS' HARDWARE

The Kind That Brings Repeat Orders

We manufacture a complete line of guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation stands behind our guarantee. Send us a trial order and test the selling qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO

WANTED and FOR SALE

Ads under this head ten cents per line. Five lines only for 50 cents, three times for \$1.00. Cash must accompany order. No accounts booked.

SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

BUSINESS CHANCES

ALBERTA HARDWARE BUSINESS for sale. Produces profit of six to seven thousand dollars annually on eight thousand dollar stock. Box 121, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

MANITOBA HARDWARE BUSINESS for sale. Stock about \$7,000 and in fine condition. Good reasons for selling. Box 122, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

EASTERN ONTARIO CITY hardware business for sale. Well bought stock, including stoves and plumbing. Shows steady increase in sales and profits. Box 123, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

NEW BRUNSWICK—Long established hardware business. One of the best paying in the Maritime Province. Owner has good reason for selling. Box 124, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

SITUATIONS VACANT

HARDWARE CLERK WANTED—Must be good window dresser and able to speak both English and French. State salary required, and experience, with references. **GEORGE TAYLOR HARDWARE CO.**, Cochrane, Ontario.

FIRST-CLASS HARDWARE CLERK WANTED for retail store; must be good salesman and stock keeper, well up on builders' hardware. **J. B. KERNAGHAN**, Prince Albert, Sask.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

SPECIAL THREE MONTHS TRIAL OFFER

A three months trial will convince you that this is the most thorough and practical course in Sheet Metal Pattern Drafting to be had. I will send you the first three months work, consisting of the first 15 plates, 15½ in. x 18½ in., with instruction sheets for \$5.00. If you are in doubt as to whether this course is what you want, you may give it a three months trial without binding yourself in any way to complete the full 25 months course unless you wish to do so. **The Foundation of Pattern Drafting** is taught in the first three months work. Cut out this advertisement and enclose with a post office order for \$5.00 payable to G. L. Gray and the above mentioned three months drawings and instruction sheets will be sent you at once prepaid. This offer stands good for 30 days only from date of this issue.

GRAY'S SCHOOL 3537 THIRD AVENUE
NEW YORK CITY



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the **KEYSTONE**—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of **CANADIAN HARDWARE, STOVE AND PAINT JOURNAL** contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

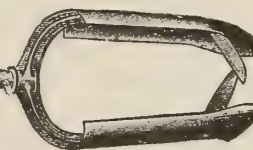
Peterborough, Ont.

Regina, Sask.

IWAN'S PATENT POST HOLE AUGER



The fastest and easiest earth cutting auger on the market. A splendid line for hardwaremen to push.



Made in seven sizes, 4 to 12 inches. Shipped half dozen in bundle. Augers weigh ten pounds each.

Write us for Circular and Price List.

ERIE IRON WORKS, St. Thomas, Ont.

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited
46 Adelaide Street West, Toronto, Ont.

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LUFKIN

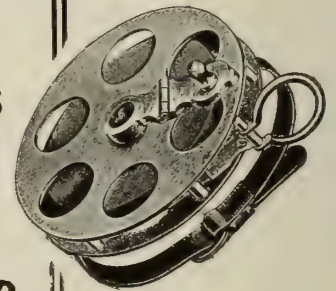
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

FATHER OF THEM ALL

The PORTLAND

Power Washing Machine

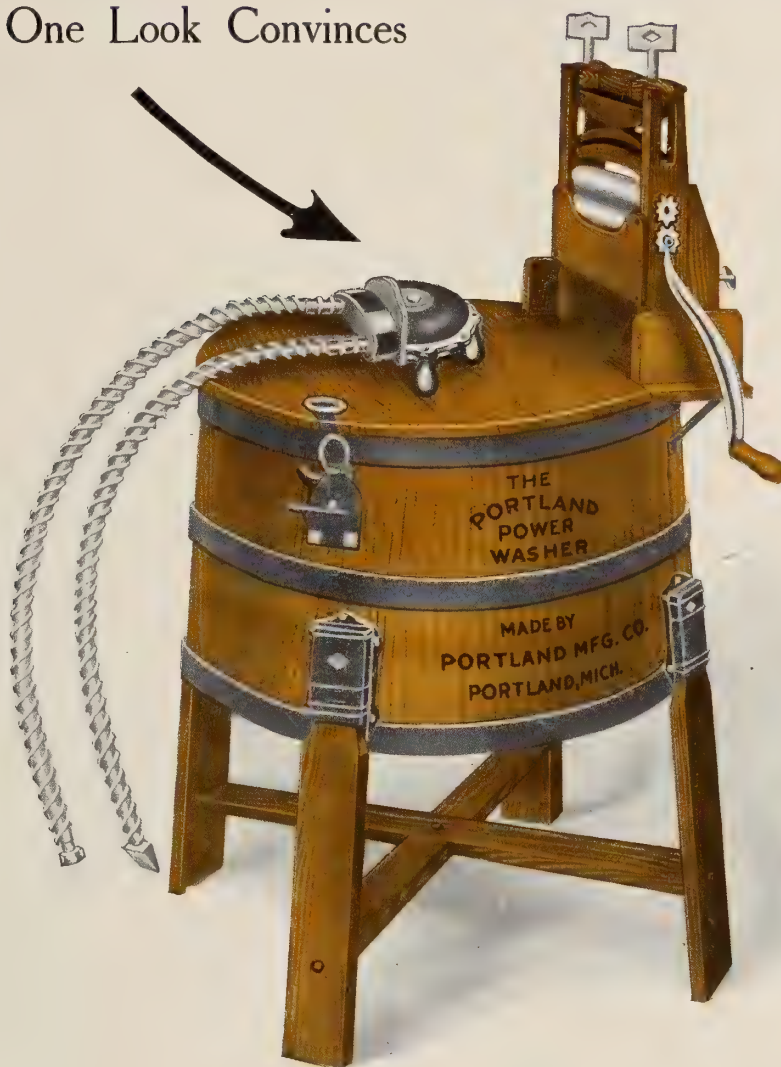
One Look Convinces

*18 Pounds
Pressure
Drives the
Direct
Drive
Motor with
Ease.*

*No
Gearing.*

*Hence No
Friction or
Lost
Motion.*

*Price
Within
Reach of
All.*



*Manufactured
Complete,
Motor,
Tub, Dolly
and All
Right in
Our Own
Factory.*

*No Oiling
Necessary.*

*Best Proof
of Our
Faith in
the
Portland
is Our
Gilt Edge
3-Year
Guarantee.*

FOR SALE BY WHOLESALE DEALERS EVERYWHERE
OR DIRECT FROM THE FACTORY

Sole Canadian Agents

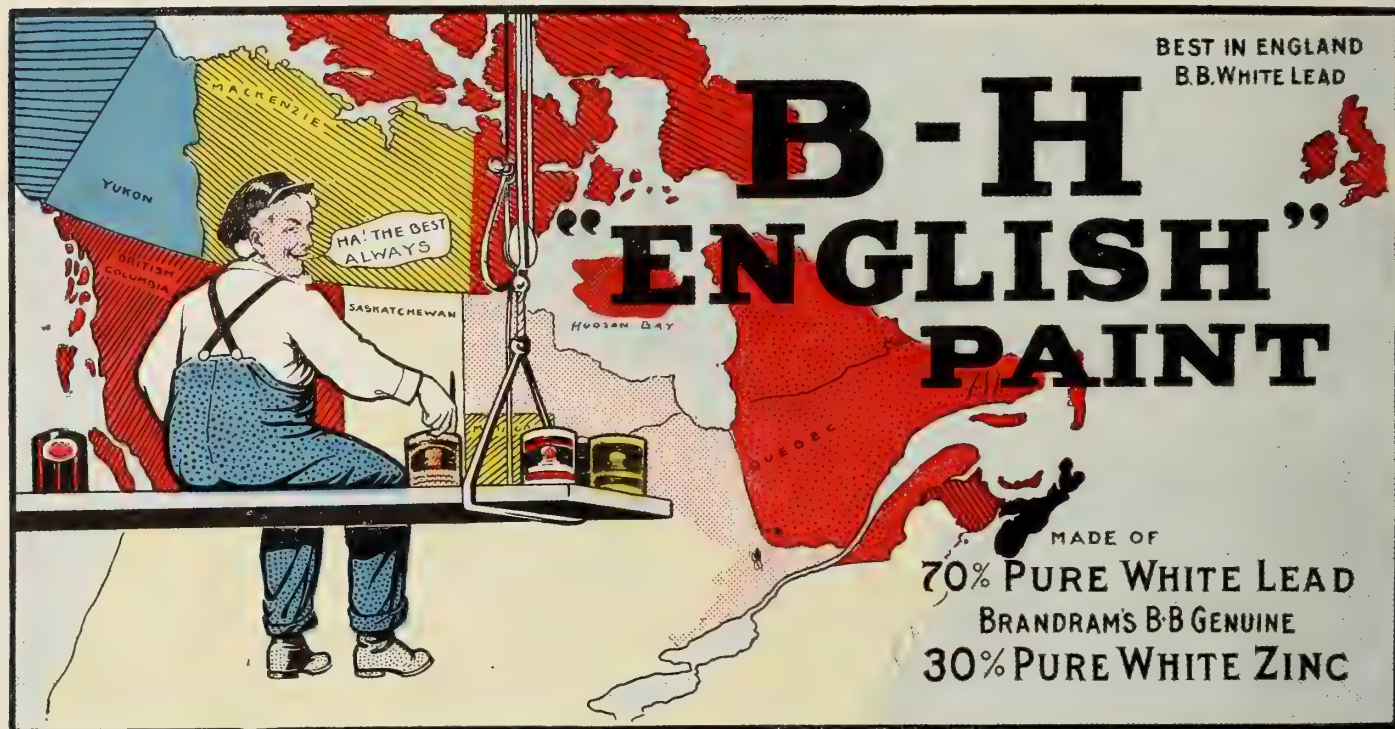
Henderson & Richardson

Board of Trade Bldg., Montreal

PORTLAND MFG. CO., Portland, Mich., U.S.A.

PAINTING CANADA'S MAP

With B-H "English" Paint and
With B-H Advertising Posters



This attractive 24-sheet poster on hundreds of bill boards throughout Canada has been helping to create increased business for the local agents selling B-H "English" Paint.

The poster tells the story of highest quality in paint and rounds out an advertising and selling plan that co-operates with the dealer in every effective form of retail store advertising.

B-H "English" Paint is 70% Pure White Lead—30% Pure White Zinc—100% Pure. You can't put more into it than we do.

Write our nearest office for complete agency proposition.

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOL. 4.

Published Monthly by The Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 9.



Automatic Cellar Drainer

Simple Compact Economical

Far superior to any other device of its kind on the market. Our claims are convincing proofs.

Some Advantages

- 1st. It is compact taking up less than half the space of others and weighs about one-sixth as much for same capacity.
- 2nd. All parts except the float are above the water; no slime or corrosion to contend with.
- 3rd. The operating valves open and close instantly by action of the water pressure.
- 4th. The valve in strainer automatically closes when the Drainer stops work and primes pipe for next starting, besides preventing flooding of cellar in case water pressure should be weak.
- 5th. It costs less than many other Drainers not as efficient.

Write for descriptive circular

Manufactured by

Penberthy Injector Co., Limited, Windsor, Ontario

The Razor For Which Men Willingly Pay a Five Dollar Bill

With some razors you have to depend for sales on cheapness. You make but a paltry profit, and the purchasers are soon convinced that they paid quite enough for what they got.

With other razors some special selling plan is depended on—a month's free trial of the regular razor, or a trial razor at a fraction of the price asked for the regular model.

THE GILLETTE SAFETY RAZOR

easily outsells them all, and on this ground only—that it gives a REAL SHAVE—the best a man can enjoy.

No cut prices or other special inducements are needed to coax men to take home the GILLETTE. Over a million a year willingly buy it outright and pay the full price for it.

As for trial models, no shaving device has ever been produced to sell at less than \$5.00 which COULD successfully demonstrate the smooth perfection of the GILLETTE shave. Therefore we offer no trial model.

If you want a live, clean, high-class razor trade, at profitable, protected prices, and no returns or dissatisfaction—

Concentrate on the GILLETTE—it pays.

**The Gillette Safety Razor Co.
of Canada, Limited**

Office and Factory:

THE NEW GILLETTE BUILDING
ST. ALEXANDER STREET, MONTREAL



HARDWARE

METALS

Established 1847

Rice Lewis & Son, Limited

MAINLY ABOUT MAIL ORDERS

The importance of **“Buying by Mail”** is certainly underrated by the majority of Merchants.

The advantages are many and should not be overlooked. By this method your stocks will be more complete—they will present greater variety—ordering more frequently and possibly in smaller quantities you will venture on a greater selection for your customers. Delay in filling lines means loss of trade and should be strenuously avoided.

Mail Orders sent to this House are particularly well looked after—it being our desire to foster this form of salesmanship which will tend to mutual benefit.

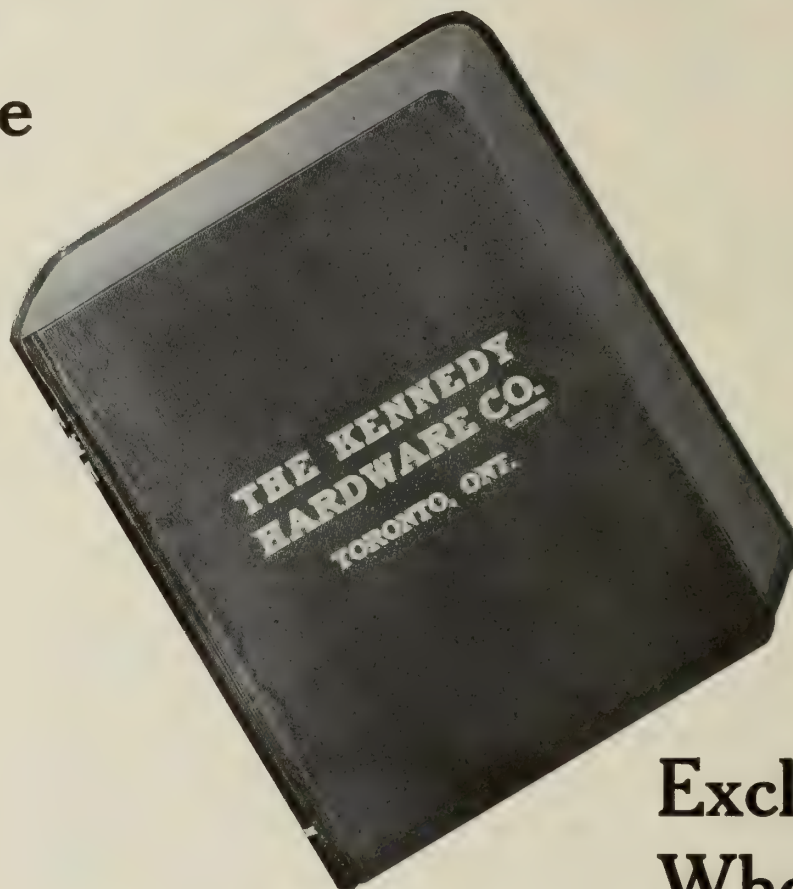
Our reputation for **“Quality”** stands high. You can rely on it at all times, so don't hesitate about mailing your orders.

OUR MOTTO---

“QUALITY FIRST”

TORONTO - CANADA

**Quick
Service**



**Exclusively
Wholesale**

WE have much pleasure in announcing the completion of our No. 1 illustrated catalogue, which we leave to speak for itself.

We will include one with the first order received from any dealer in Canada.

KENNEDY HARDWARE CO., Limited

51-53-55 Colborne Street, TORONTO



First and foremost—absolute satisfaction to all our customers. That is the foundation on which our trade is growing day by day.

We are never satisfied unless you are satisfied, and we try to give the best that is in us.

Large stocks from which to select, good values and prompt service should induce you to ***Send Us Your Orders.***

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

DOMINION GUARANTEED AMMUNITION

*Always
Ready*

**The
Game
Getting
Kind**



*Always
Reliable*

**The
Favorite
of
Sportsmen**

CANADIANS SWEAR BY IT - - SO WILL YOU



TO THE HARDWARE TRADE

Do NOT let your Competitor make ALL the Sales
when YOU can draw the greatest part of it your
way by handling our guaranteed line of

WELDED SHOVELS

Perfectly Balanced Unsurpassed in Finish

We make Welded Shovels because Experience
Proves and the Trade Demands shovels that are
Stronger and more Durable than other makes.

PROMPT SHIPMENTS GUARANTEED

Write for catalogue or prices to any of these addresses

The Lundy Shovel & Tool Co., Limited

PETERBOROUGH, ONTARIO

ONTARIO
N. B. Misener, 105 Cowan Avenue, Toronto

QUEBEC
Delorme Bros., 15 Debresoles Street, Montreal

MARITIME PROVINCES
S. N. Sancton, St. John, N. B.

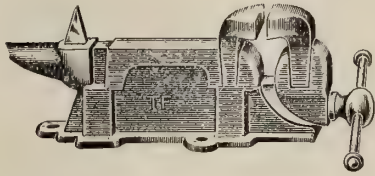
MANITOBA AND SASKATCHEWAN
Tees & Perse, Limited, Winnipeg

ALBERTA
Tees & Perse of Alberta, Limited

BRITISH COLUMBIA
E. E. Crandall, 1073 Hamilton Street, Vancouver

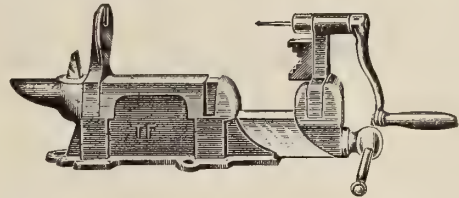


TAYLOR-FORBES NO. 20 COMBINATION ANVIL AND VISE

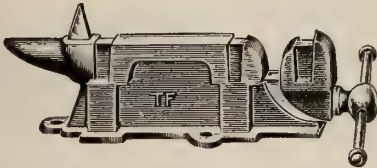


No. 1—Combination Anvil and Vise

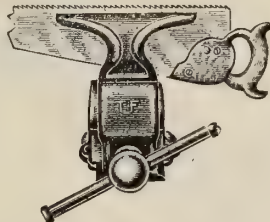
*Five Tools
in One*



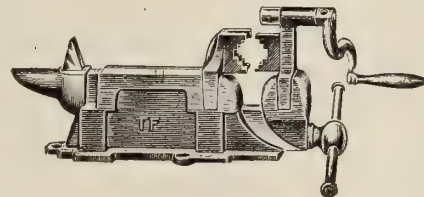
No. 4—Drill Press



No. 2—Anvil with Chilled Face



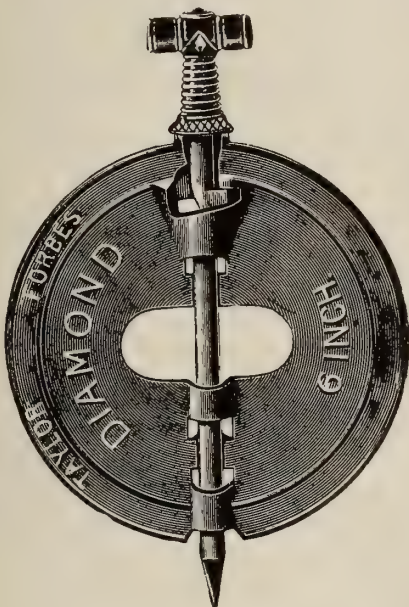
No. 3—Saw Clamp



No. 5—Pipe Vise

Make a Display of this Handy Tool

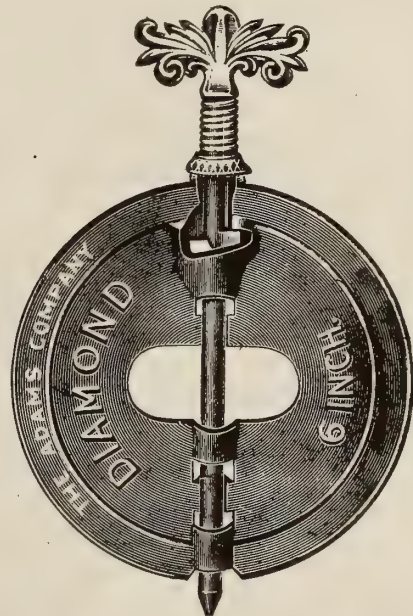
It's just what is required in the home workshop of every farmer or city resident, and if the store salesmen are instructed to push its sale by bringing its merits before visitors to the store you'll be surprised at how many you can sell. Put one in your window or on your counter with price ticket attached and feature it in your local advertising. It combines all the advantages of five tools for the price of one, and is a workshop in itself. All parts are made from the best carefully selected materials, specially tempered. The various parts are quickly put on or taken off and there are no bolts or screws to get lost or become rusty.



Adams Diamond Stove Pipe Dampers

Another Seasonable
Line which you ought
to have in stock now.
Made with iron
handles only.

Ask your jobber for "Taylor-Forbes" Goods. If he cannot supply you, write us direct



TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Stock the Brands That Bring Repeat Orders

The fact that *Nicholson-Made* Files and Rasps are the BEST, aside from the Sales-compelling reputation built up by half-a-century's leadership on the world's market, make them the natural selection for the stock of the most progressive dealers.

**NICHOLSON - MADE Files
are Favorites Everywhere.**

Every time you sell *Nicholson-Made* Files you make a satisfied customer. For nearly half-a-century they have anticipated and met every requirement demanded of a File.

It's just "common sense" to say YOU want to stock the Files for which there is greatest demand—the Files which give the best service to the buyer.

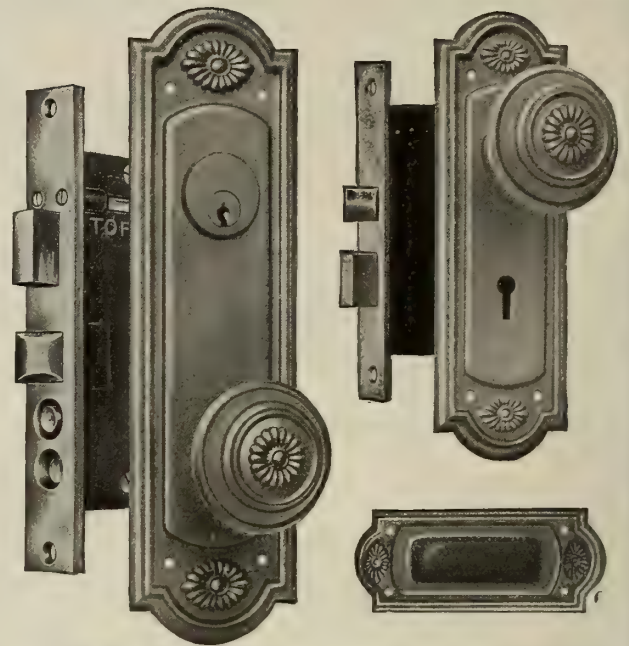
The Best Brands

Great Western	American
Arcade	Globe
Kearney & Foot	Eagle
McClellan	J. B. Smith

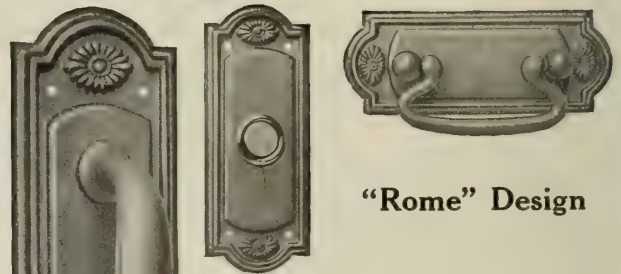
*Made in Canada and Sold
by all Hardware Jobbers.*

Nicholson File Company

Port Hope, Ontario



"Rome" Design



BUILDERS' HARDWARE

Oil and Gas Stoves

Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

Send for complete descriptive catalogues and price list of over 600 items.

The Taylor & Boggis Foundry Company

Cleveland, Ohio



Lumbering Tools

Are Your Stocks Complete?

We Manufacture a Full Line of

**PEAVEYS CANT HOOKS
SKIDDING TONGS
HAMMERS and WEDGES**

Making these lines from the best grade of Sheffield Steel we are able to thoroughly guarantee the quality of every tool. A trial will convince your customer. . .

Order From Your Nearest Hardware Jobbing House

Allan Hills Edge Tool Co.
Galt, Canada

E. SCHOFIELD
Canadian Express Bldg.
Montreal
Eastern Representative

N. J. DINNEN
141 Bannantyne Ave.
Winnipeg
Western Representative

The Factories

in your town are regular
buyers of

LEATHER BELTING

and, because they usually want it **QUICK**, they would willingly buy it from you if you had a stock. Otherwise they must send outside for it and **wait for delivery.**

There's a nice profit in this line for you if you put in a stock of the smaller standard sizes and let your factories know you have it.

*Let's Talk Over This
Stock Proposition.*

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

TORONTO
27 Melinda St.

ST. JOHN, N. B.
89 Prince William St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.


*For over 35 years the makers
of the best leather belts.*

There is quality in

DART UNIONS

Quality goods pay best.

NOTE

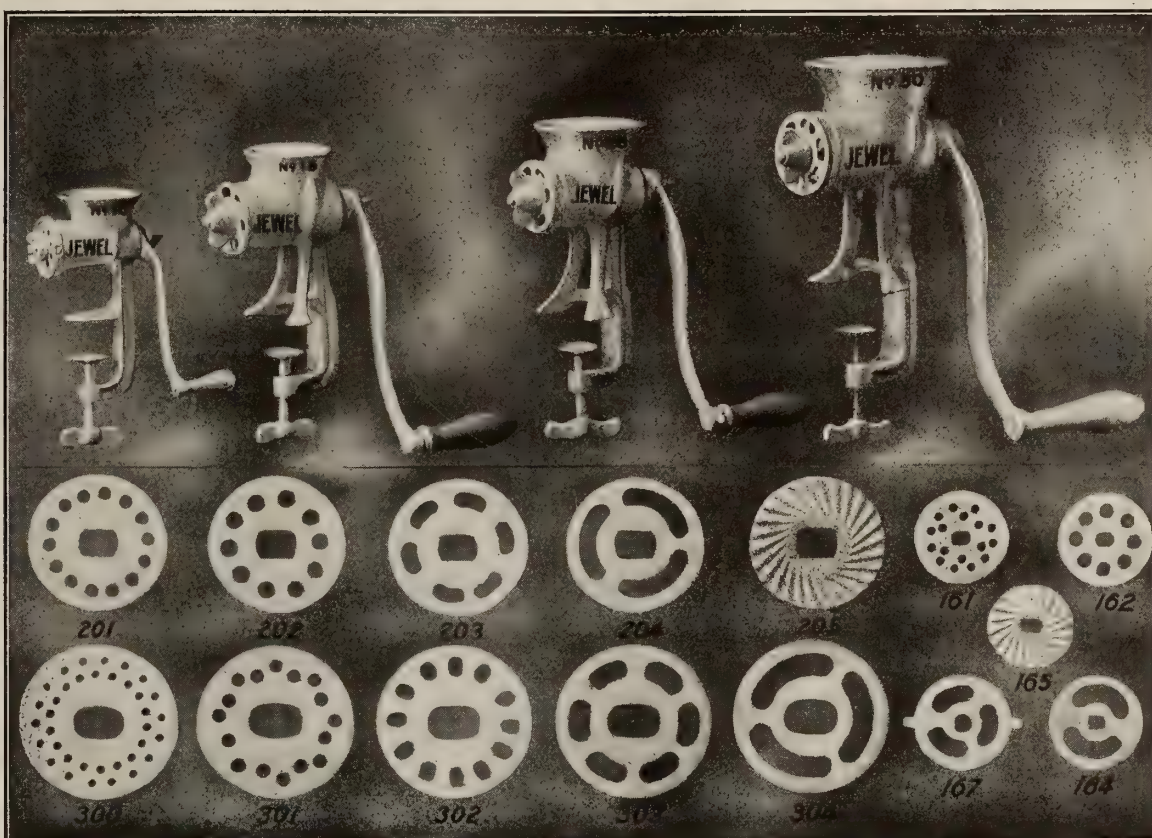
All Dart Unions have
the trade mark 
cast on them.

Get Dart Unions from your jobber. Show them to your customer. You will be selling the union pipe coupling of quality.

The union guaranteed 2 for 1
to give absolute satisfaction.

*Dissatisfied Customers
are Costly*

Dart Union Co., Limited
Toronto



MAXWELL'S "JEWEL" FOOD CUTTER

The "Jewel" Food Cutter illustrated above is a smooth-working, quick-cutting, thoroughly reliable, Canadian-made machine at a price within the reach of all your customers.

With each size of machine go five cutting plates, providing for every class of work, while the range of sizes enables you to meet the needs of the smallest household or the big hotel.

We are the only manufacturers of Food Cutters in Canada, and we guarantee the Maxwell Cutters to be superior in quality and finish to any of foreign manufacture.

*Write for Catalogue of the Maxwell
Line of Household Labor Savers to*

DAVID MAXWELL & SONS, St. Mary's, Ont.

HIGH GRADE BUILDERS' HARDWARE

*The Kind
That Brings
Repeat
Orders*

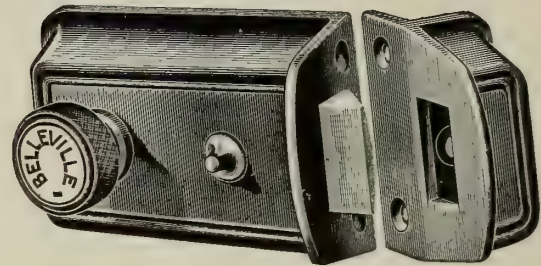
We manufacture a complete line of
guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation
stands behind our guarantee. Send
us a trial order and test the selling
qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO



Do you handle Belleville No. 99
Cylinder Night Latch? If you
will ask your jobber for it and
compare with any Night Latch
on the market at the same price,
you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

STILL'S EXTRA AXE HANDLES

Cannot be surpassed in Quality
or Finish.

They will make repeat sales
as they are the best value for
the price on the Canadian
market.

Get a stock of them at once
and see how quickly they
will sell.

*Prices on application.
All Jobbers stock them.*

J. H. STILL MFG. CO.
LIMITED
ST. THOMAS, ONTARIO

Fruit Picking Time Will Soon be here

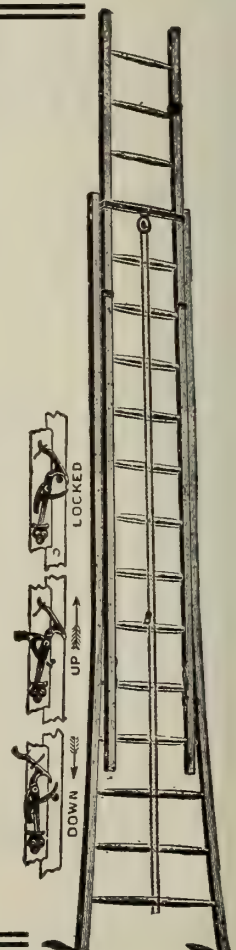
and the call will be for
extension, step and fruit
picking Ladders.

IS YOUR STOCK OF LADDERS COMPLETE

"Stratford" Ladders are
strongly constructed and
can be recommended for
the very hardest use in
orchards or for any other
purpose.

*Send a sample order and ask for one of
our catalogues if you haven't one on file*

**STRATFORD
MFG. CO., LTD.**
STRATFORD ONT.



McClary's "Pandora"

is the leading CAST IRON RANGE
THAT'S WHY YOU SHOULD HANDLE IT



The **Fire Box** is just correct in proportion to the oven so that perfect cooking and baking is done on lowest possible amount of Fuel.

The **Flues** are the proper construction and size to ensure an even delivery of heat into the oven.

The **Grates** are Our famous three bar pattern and prevent waste of fuel.

The **Top is Burnished** making it easy to keep clean without Blackleading.

McCLARY'S GUARANTEE EVERY RANGE

These are Just a Few Points that Make "Pandora" Easy to Sell - ORDER TO-DAY

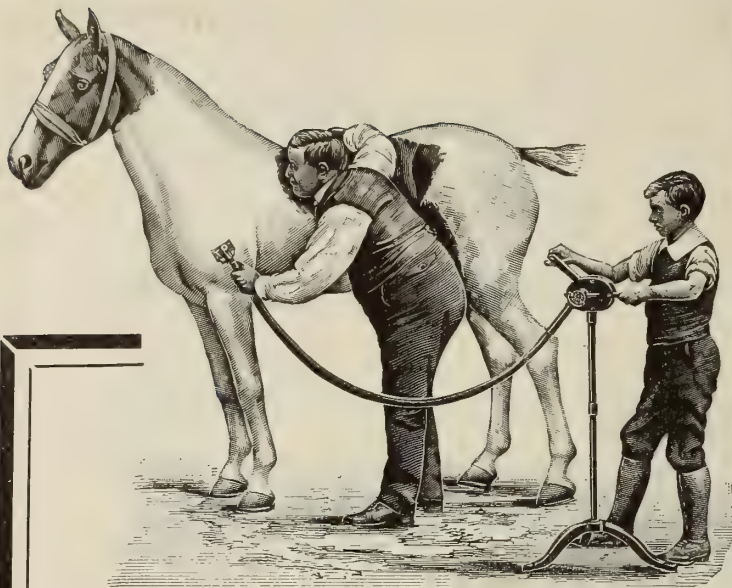
"McClary"
on Goods
is a Quality
Name

McClary's

McClary's
Ship
Quick

London Toronto Montreal Winnipeg Vancouver St. John Hamilton Calgary Saskatoon

Write our nearest branch for Catalogue and special cook book.



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

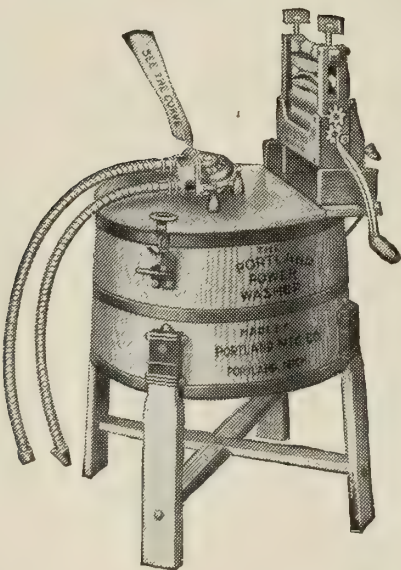
Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal



The Portland Power Washer

Has a 3-Year Gilt Edge Guarantee.

Requires Only 18 to 20 lbs. Pressure

to drive the direct drive motor.

There is no Gearing—hence no Friction or Lost Motion—No Oiling—Price within reach of all.

A profitable line for the dealer. Let us ship you a trial lot.

Immediate Shipments From Stock

Sole Canadian Agents for

Portland Mfg. Co., Portland, Mich.

*The Largest Manufacturers of Washing
Machines in the World.*

Henderson & Richardson

Formerly J. A. HENDERSON

Board of Trade Building, MONTREAL

Automobile and Motor Boat Accessories of Standard Quality

For the Hardware Dealer

The owners of automobiles and motor boats are good customers to have. They are quality buyers and don't kick at price when it comes to getting what they want. They are continually in need of supplies, such as spark plugs, carburetors, batteries, magnetos, etc.

Besides the fittings and accessories that we manufacture ourselves, we are sole Canadian Agents for Schebler Carburetors, New York Coils, Bosch Spark Plugs, Reliance Spark Plugs, Bosch Magnetos, Wizard Low Tension Magnetos, Aplco Launch Lighting Outfits, Edison Storage Batteries, Paragon Reverse Gears and Baldrige Reverse Gears.

The Edison Storage Battery represents to-day the nearest approach to perfection ever attained in storage battery manufacture. It is as great an advance in world progress as was the Edison Incandescent Lamp, and is the only storage battery in the world whose capacity is guaranteed for five years.

It will pay you to deal with a house that stands back of its goods. Every dealer who handles our supplies is protected by our iron-clad guarantee.

Our Guarantee

We guarantee everything shown in catalogs Nos. 24 and 25, whether of our own manufacture or not, to be of the very highest grade, and should any article bought from us show defective material or workmanship within one year, upon return of said part to us, charges prepaid, we will gladly replace same at our nearest warehouse.

Write for Catalogs Nos. 24 and 25

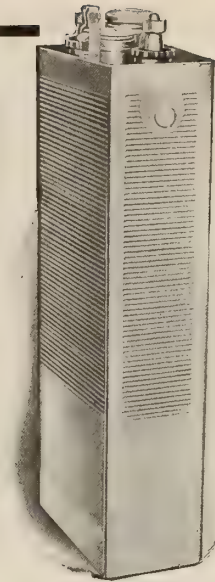
The Canadian Fairbanks-Morse Co.

Limited

MONTREAL
ST. JOHN
OTTAWA

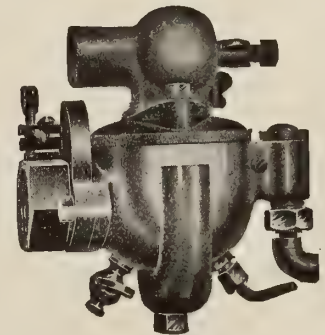
TORONTO
WINNIPEG
CALGARY

SASKATOON
VANCOUVER
VICTORIA



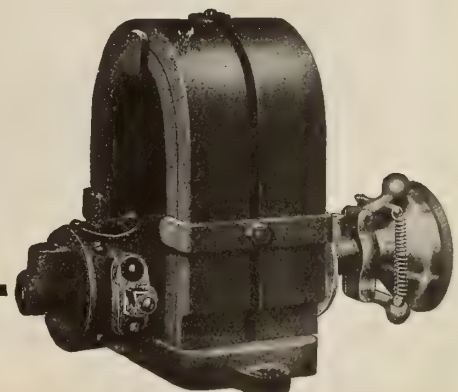
Edison Storage Battery

Type A-4 Cell. Completely assembled ready to be connected up.



Schebler Carburetor

In recommending the Schebler Carburetor to the public, we know that we are offering the best carburetor for all purposes and conditions that has yet been placed on the market.



PAINT OIL PROFITS

If every paint oil and hardware dealer would stop to figure his loss in labor, time, patronage and profits where the old measure and funnel methods is used it would require no further argument to induce him to buy a

Bowser Paint Oil System

There are hundreds of dealers in the Dominion using Bowser Systems. If it didn't pay do you think we could continue to sell these profit-hunting business men?

Why will you be satisfied with just a "living profit" when you can get **all the profit** with a Bowser. It will cost you nothing to get the details.

Write in to-day for our Catalogue. It illustrates the different systems. Please ask for Catalogue No. 5N.

S. F. Bowser & Company, Inc., Toronto, Ontario
66-68 Fraser Avenue



THIS WASHER Appeals to Women

because of the recent improved features that make it the most efficient and convenient washer sold at the price.

CONNOR Ball Bearing Washer

will make your washing machine dept. a success and a big dividend earner. Many progressive dealers have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. You can do equally as well. Drop a card for our new catalog.

J. H. Connor & Son, Ltd., Ottawa, Ont.



This Display Made With \$50 Worth

"Wear-Ever" Aluminum Utensils

The "Wear-Ever" Utensils shown above are staple sellers only—articles ordered most frequently by dealers.

As a suggestion for an opening order the 25 1-quart Lipped Sauce Pans are included. (List price 55c—special price 20c each—\$5.00.) These are the Sauce Pans offered in magazine advertisements of "Wear-Ever" Utensils and which are mailed to consumers for 30c.

Utensils of this \$50 order may be changed and any utensils in Catalog may be added to meet the demands of your customers.

ASK FOR SAMPLE \$50 MODEL ORDER

The "Wear-Ever" Magazine

You will not want to miss the first issue of The "Wear-Ever" Magazine which will appear in September. Please do not fail to send your name and address. Fill in this coupon to-day and mail to



The Aluminum Cooking Utensil Co.

New Kensington, Pa.

Name

Street Address

City.....State.....

Firm

WEAR-EVER



TRADE MARK

NORTHERN ALUMINUM CO., Limited
Toronto - Ontario

THE S.M.P. LITHOGRAPHED STOVE BOARDS

Wood or
Paper Lined



Assorted
Colors

Manufactured in all Standard Sizes. Prices on Application.

The SHEET METAL PRODUCTS CO. of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

MONTREAL

TORONTO

WINNIPEG



Everlastingly
Waterproof

Cannot be Beaten
for Price

"Sankote" Asphalt Roofing

Every general merchant should stock a certain amount of Roofing, but when doing this he must get a product that is strong and durable yet low in price if he is to please his builder and farmer customers.

"Sankote" weatherproof roofing is the most satisfactory roofing made for Canadian climatic conditions. It can be used over old shingles, etc., and is the best value for the price on the market. Full directions, also Roofing Nails and Liquid Cement packed in every roll. Can be successfully laid by anyone.

Write us at once for full particulars about our "Sankote" and "Leeknott" Weatherproof Roofing, and also other Waterproof Casco Products.

Agents Wanted

CANADIAN SUPPLY COMPANY

220 King Street West, Toronto

HAMILTON SECTION

About Forty Manufacturers of Hardware and Stoves have their Factories and Foundries located at Hamilton, every operation from the smelting of the iron to the making of nails, screws, shovels, saws, etc., being done in the "Hardware City."

The Eighth Annual Convention and Exhibition of the Ontario Retail Hardware and Stove Dealers' Association is to be held at Hamilton in February, 1913. Make your plans to attend it.

WIRE BALE TIES



CROSS HEAD



SINGLE LOOP

Our wire, for baling hay, is made from the finest quality Bessemer Rods, and is 10 per cent. stronger than any other baling wire.

This is the line that brings the dealer clean, satisfactory profits with every sale, as it is not the come-back kind.

Get our prices and send us a trial order—we guarantee to satisfy.

We also recommend our WIRE NAILS and STAPLES as inferior to none.

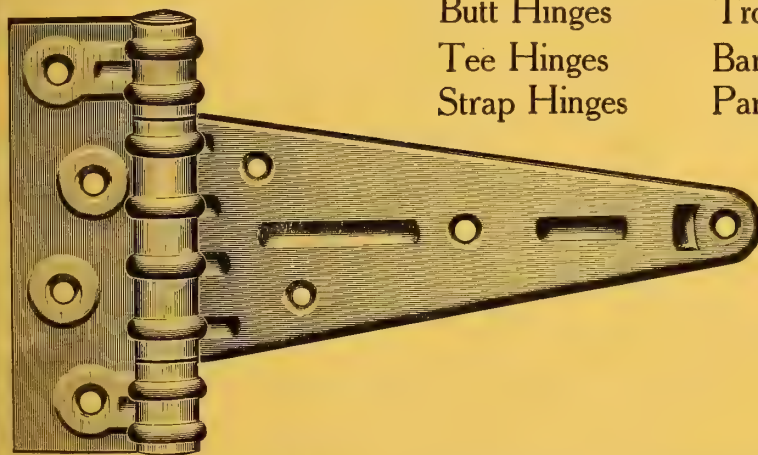
The Laidlaw Bale-Tie Co., Hamilton, Ont.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden, Winnipeg, Man.

Crescent Brand Hardware

CORRUGATED HINGES, 1 Pr. in a Box



Butt Hinges
Tee Hinges
Strap Hinges

Trolley Hangers
Barn Door Hangers
Parlor Door Hangers

Hinged Hasps	Shelf Brackets
Wagon Hardware	Gate Hooks
Wrought Staples	Etc.
Wire	Steel Bands
Steel Bars	Steel Rods
Steel Sheets	Steel Hoops



CANADA STEEL GOODS CO., Limited

HAMILTON, - - CANADA



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

The Steel Company of Canada Limited

WIRE

Oiled and Annealed Wire, Barbed Wire
Galvanized Coiled Spring Wire
Wire Nails, Fence Staples, Tacks
Wood Screws, Machine Screws
Rivets and Burrs

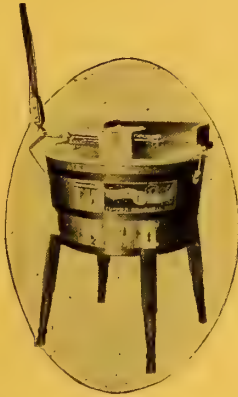
DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.

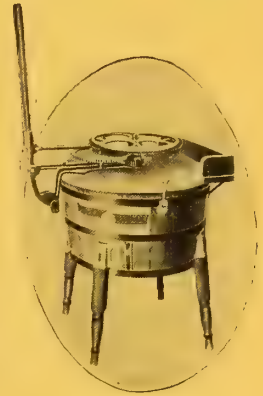
Every Housekeeper Must Wash Clothes



And is a Sure Customer for a Good Labor Saving Machine that is Simple and will do the work.

Cummer-Dowsell Machines are recognized leaders. They have passed the experimental stage and are the IDEAL of what Household Laundry Apparatus should be.

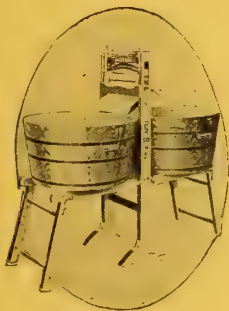
The Handiest Thing about the House



There is
Nothing that
Quite Compares
with Them



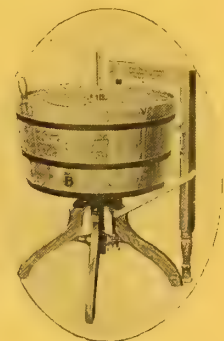
They have
always been
Big Sellers
and are now
Bigger Sellers
than ever



The Hardware dealer is the Natural Source of Supply and the sale by you of a Machine, fixes your Reputation as a distributor of



Up-to-date and Dependable Merchandise



Eastern Agents:
W. L. HALDIMAND & SON
MONTREAL

Western Agents:
H. F. MOULDEN & SON
WINNIPEG

Cummer-Dowsell

Makers

Limited

Hamilton, Canada

SPECIALTIES WITH MERIT

Applepickers'
Blouses or Aprons
Made of Strongest Duck



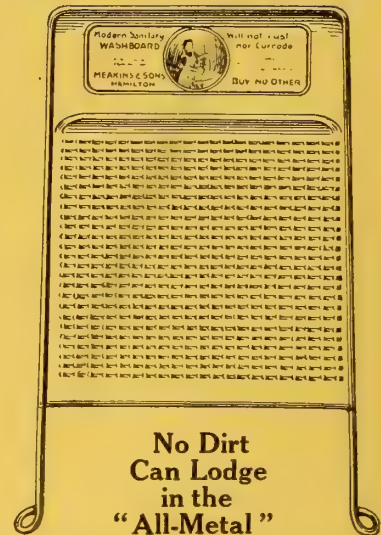
HICKORY APPLE BASKETS

ALL SIZES IN STOCK

*Send for Particulars and
Prices to*

MEAKINS & SONS

All Metal
Sanitary Washboards



No Dirt
Can Lodge
in the
"All-Metal"

Hamilton, Ont.



WIRE ROPE

FOR

Hauling Threshing Machines
and Moving Buildings

Hay Fork Ropes, etc.

*We Manufacture all kinds of
Wire Rope for all purposes.*

Wire Rope Fittings

Wire Rope Grease

The B. Greening Wire Co., Limited

HAMILTON, ONT.

MONTREAL. QUE.

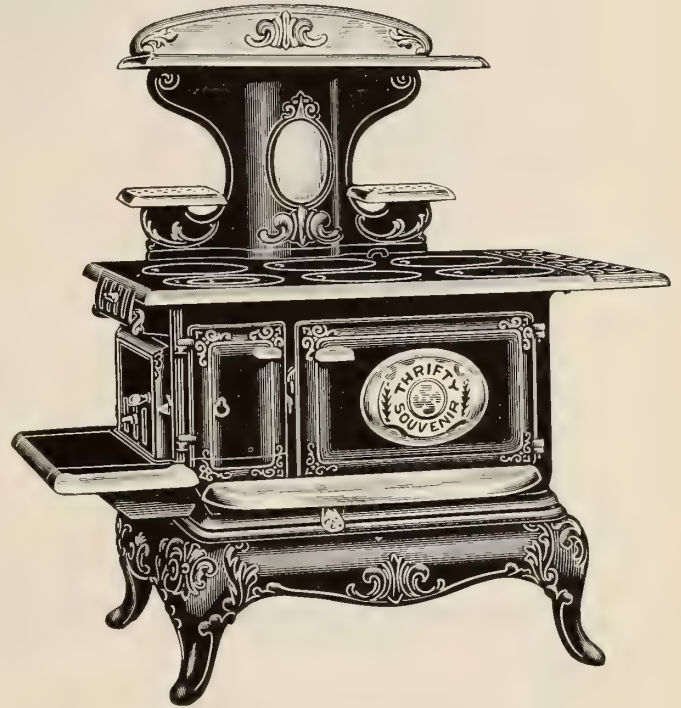
The Thrifty Souvenir

*An Attractive Range
at an Attractive Price*

Every stove dealer has a demand for a reliable range at a popular price and if such a range can be offered, which is handsome and easily cleaned it is bound to be a fast seller.

The Thrifty Souvenir answers these requirements and while it is thoroughly up-to-date it has been on the market long enough to have been thoroughly tested.

It is built on plain lines with smooth castings and removable nickle. It is a grand baker although very economical in fuel consumption. The firebox is large and it is easily converted into a wood stove by reversing the duplex grates. It is substantially made and needs few repairs.



Early Ordering is Advisable

We are in a position to promise prompt shipments on this popular seller, but urge that dealers in their own interests, specify for early shipment.

Send for a copy of our new catalogue of Souvenir Stoves and Ranges, No. 69, and you will find the "Thrifty Souvenir" and other lines we manufacture fully described in its pages.

*The Catalogue is just off the press
Send for a copy now*

Hamilton Stove & Heater Co., Ltd.

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver



Wright's Spiral Radiator is a great saver of waste heat. Will fit any stove.

No.	Size	Size Pipe Collar	Weight
10	10 x 24	6	12½ lbs.
100	10 x 24	5	12½ lbs.
14	14 x 28	6	18 lbs.
140	14 x 28	7	18 lbs.



COOPER



O. H.

Our Elbows are made of the best quality elbow sheets. The O.H. Elbow locks rigidly at each end and the Cooper is adjustable to a certain extent to fit any stove pipe made.

Inches—2, 3, 4, 5, 6, 7, 8

E. T. WRIGHT & CO.

(H. G. WRIGHT)

Hamilton - Canada

The Gun of Quality and Profit

For many years Tobin guns have been sold by the best retailers with satisfaction to all buyers.

Tobin

Simplex Guns

sell themselves once they are introduced to a locality. Their reputation is increased by every user.

Tobin Arms Manufacturing Co.

Woodstock

Limited

Ontario

TORONTO
Gendron
CANADA
TRADE MARK
REG.

MANUFACTURERS OF

Children's Vehicles and Reed Furniture

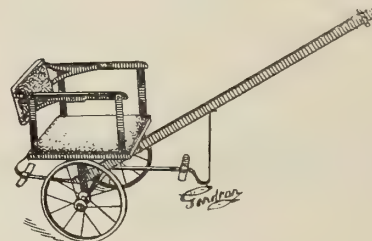


No. 14 Sleigh



No. 1149 Flexible

Write for Our Sleigh Catalogue.



No. 1275 Sidewalk Sulky

Full Line Shown in Grade "A" Catalogue.

The Gendron Mfg. Co., Limited
TORONTO

Jewel Stoves and Ranges

1912

ROYAL JEWEL

"The Range of Quality"

Superior design and elegant finish, time-saving, labor-saving and money-saving features unite to make the ROYAL JEWEL the most beautiful, the most up-to-date, and most perfect steel range on the market to-day.

The ROYAL JEWEL comes to you a *finished product*, the result of 50 years' experience in the manufacture of Stoves and Ranges.

Full information and circulars concerning the ROYAL JEWEL will be sent on request.



The ROYAL JEWEL Steel Range is the leader of the famous Jewel line, which comprises a great variety of Steel Ranges, Cast Iron Ranges and Cooking Stoves. We also make many different kinds of Heating Stoves to suit all sections of the country.



The Burrow, Stewart & Milne Co., Limited

Established 1864

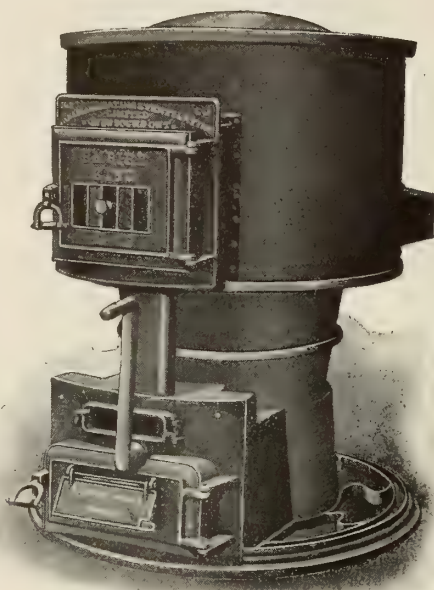
Head Office and Works

Hamilton, Ontario

Offices and Warerooms at Toronto, Montreal and Winnipeg

Western customers please address all communications to 130 James Ave., Winnipeg

The "EMPIRE KING" Furnace



is deservedly popular everywhere it is known. Its important features being its large Double Feed Door, Large Steel Radiator, Sectional Firepot, Large Waterpan and Triangular Grate Bars.



Empire Special New Design

The "EMPIRE" Line of Floor and Sidewall Registers and Faces

Moorish Design Cast Register

The "EMPIRE SPECIAL"

Is a very neat and up-to-date design with the largest area for the size of any register on the market and a popular seller. Made in the following sizes:—

7 x 10 shallow	8 x 13 deep
8 x 10 shallow	10 x 12 deep
9 x 12 medium	10 x 13 deep
7 x 10 deep	12 x 14 deep
7 x 12 deep	

We have added to our line faces the same design as Empire Sidewall Registers in sizes 7x15, 7x24, 7x30.

Write for Catalogues and Prices



Canadian Heating & Ventilating Co., Limited

Owen Sound, Ontario

CHRISTIE BROS., Limited
1824 Dundas St., Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thickness and
tempers.

Send for Illustrated Booklet

United States Steel Products Co.
MONTREAL, QUE.

The Pollock Manufacturing Company, Limited

Columbia Place

Berlin, Ontario

Manufacturers of the celebrated line of "Old Sol" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobile, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties,

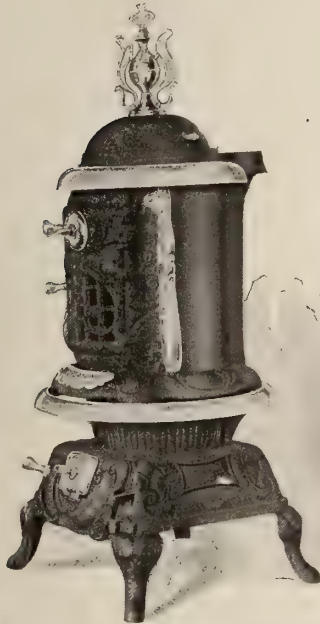
Write for Descriptive Catalogue and Prices to Dealers.

The Largest and Most Complete Line of OAK HEATERS



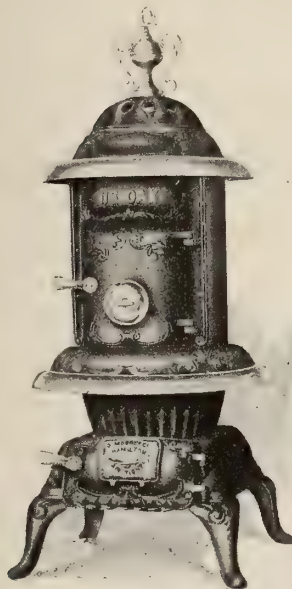
OAK
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"Oak Treasure" Double Heater

Made in 2 sizes: Nos. 155 and 177
Takes the cold air from the floor and carries it upstairs.



"Oak Treasure"

Made in 4 sizes:
Nos. 112, 114, 116, 118

A first-class heater at low price

*All styles and sizes both
Single and Double Heaters*

See the latest in Tortoise Heaters
The "ONTARIO HEATER," Brick
Lined with Patent Grate and Ash Pan

Our "Oak Treasures" are as highly
finished as the most expensive Base
Burner. We use nothing but the
best material in our products.



"No. 55 Oak Treasure"

Our leader in Oaks
Made in 3 sizes: Nos. 33, 55, 77

Be sure and order a stock of these
for your early fall trade. They are
the best sellers made.

Manufactured by



"Treasure Heater"

A very powerful double heater
Made in 3 sizes: Nos. 614, 616, 618
Attractive in appearance, beautifully
nickel, patent screw draft and
check, nickel plated steel base.



**"Hot Blast" Brick Lined
"ONTARIO HEATER"**

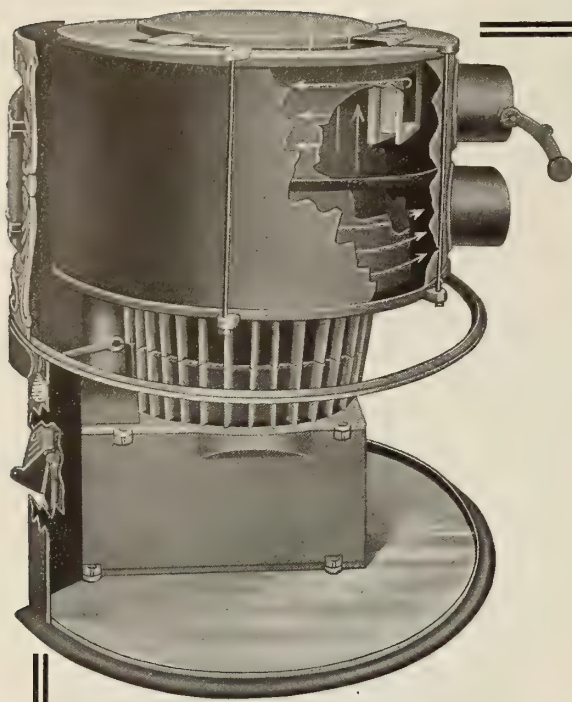
Better than the Quebec Heater

THE D. MOORE COMPANY, LIMITED

MERRICK ANDERSON CO.
Winnipeg, Man.

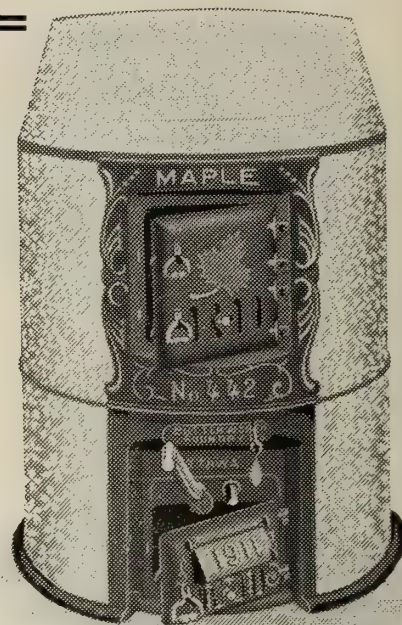
Hamilton - Ontario

JOHN BURNS, Jr.
Vancouver, B.C.



THE MAPLE LEAF WARM AIR FURNACE

Built upon lines that appeal to the practical furnace man and give the user genuine satisfaction.



Low down radiator with wide flue space provided with baffle plate, giving double length of fire travel; heavy sectional ribbed firepots; square ash pit allowing ample air to back of fire pot; triangular bar grates of new pattern; large feed door; straight casing; and many more features not seen in everyday furnaces; This exceptionally good furnace sold at a price which allows the dealer to get a good profit on his material and time for installation and beat out competitors with quality.

BUTTERWORTH FOUNDRY LIMITED

Established 1874

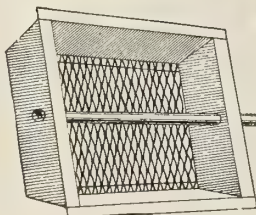
OTTAWA, ONTARIO

Incorporated 1909

ORDER ASH SIFTERS NOW

They will soon be in demand and the price of coal will be high this winter.

Cart Wheel Ash Sifter



Cinder Sifter Shovel

PRICES
SENT ON
REQUEST

These two types of ash sifters are fast sellers and we have more like them. Write for circulars describing our full line of specialties for fall and winter trade.

The COLLINS MFG. CO.

413-415 Symington Avenue

TORONTO

ONTARIO

Black Jack

Sold by
all
Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

LEGG BROS. ENGRAVING CO

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING
FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

HIGH GRADE FIRST QUALITY WORKMANSHIP
QUICK-CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS

PHONE MAIN 957-958

5 JORDAN ST. TORONTO CANADA

Davidson's Cleveland Filter



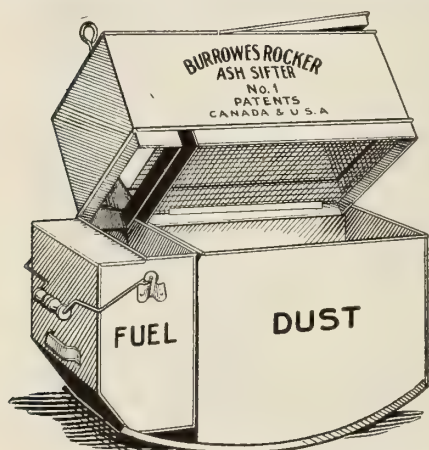
DIMENSIONS—11x18

**Enameled Royal Blue Outside
with a Snowy White Interior**

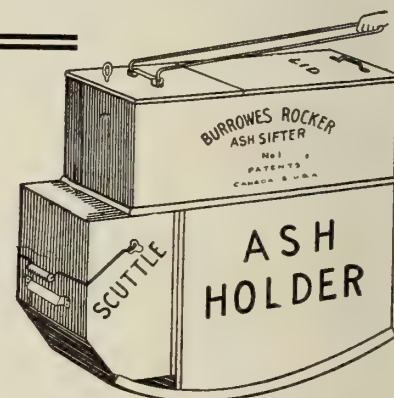
CAPACITY—12 QUARTS

Filters through a natural stone making it impossible for the typhoid germ to get below into the drinking water. They are easy to clean and keep sanitary as all that is necessary is to scrub off the sediment collected on the top of the stone and the filter is again in perfect condition and ready for good service. The top vessel of filter is furnished with a bail handle and the base has side handles and a nickel plated faucet. New stones can easily be refitted when needed.

The Thos. Davidson Manufacturing Co., Ltd.
Montreal Winnipeg Toronto



***We Know
and
Want You to Know
That***



Patented March 26, 1912

The Burrowes' Patent Dustless Rocker Ash Sifter

Is the Most Perfect, Practical and Economical one on the market—BARRING NONE.

THE ONLY SIFTER with a Scuttle Made to Fit Dust-Tight.

THE ONLY SIFTER that cinders can be DUMPED FROM SCREENS TO SCUTTLE WITHOUT DUST ESCAPING.

THE ONLY SIFTER made with DOUBLE RIMS, thus making it DUST PROOF.

THE ONLY SIFTER with 2 screens, coarse and fine, saves more fuel without extra work.

THE ONLY SIFTER made to work on a PAIR OF ROCKERS—Rocks as easy as a cradle, full or empty—No weight, the floor carries it all—No clogging. The LARGE SPACE FOR ASHES and the VIGOROUS ROCKING MOTION both tend to make the ashes spread RAPIDLY and sift FREELY.

Sales increased 14 times since this date last year. Write for quotations and fuller particulars to

The Burrowes Manufacturing Company
611 King St. West TORONTO, ONT.

A New Hecla Furnace Catalogue

is just off the press and if you have not already received a copy, send a card and we shall mail you one immediately.

The catalogue explains in detail the value not only to the dealer but to the consumer of those distinctive features of HECLA Furnace construction such as Fused Joints, Steel Ribbed Fire Pots, Circular Water Pan, Cast Iron Combustion Chamber, Individual Grate Bars, etc., and shows how their advantages can be clearly and convincingly explained to a prospective buyer.

The present popularity of the HECLA Furnace is founded on its success in operation,—a success that is general from the Atlantic to the Pacific. The good will created by the many thousands of HECLA heated homes all over the country and the influence of the wide spread and systematic advertising which we are doing in the newspapers and magazines throughout Canada is of inestimable value to the men who install HECLA Furnaces.

Moreover we carry large stocks of HECLA Furnaces not only at Preston, but at convenient shipping points throughout Canada from which prompt delivery can be made.

There are still some points where we have no agencies. If there is no HECLA dealer in your town, write for a catalogue and get our proposition. We can not only help you sell furnaces, but help you sell them at a profit.

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

The MECHANICS' SUPPLY CO., Quebec

EVERY RIFLE-USER WILL BE EAGER TO BUY THIS NEW SIGHT

Thirty-four Big Magazines, including each of the nineteen Sporting Periodicals and four Military Journals will, in September issues, introduce and exploit the most compact, effective front-sight known—

MARBLE'S TRADE MARK DUPLEX FRONT SIGHT



COARSE BEAD FOLDED

Stock it, show it. It will easily sell when shown, because it is so obviously worth any man's money. Our strong advertising will bring the customers to you. The price will please. Ready for delivery Sept. 1 to 15.



COARSE BEAD UP

Get In Line Now For The Demand

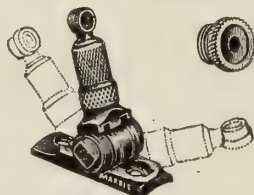
Write your jobber to-day for prices—get your orders in early.

Marble's New Duplex Front Sight combines, in one compact unit, gold 1/16" fine sight and 1/8" white enamel sight—the best white bead made.

Made for Winchester 1894, 25-35, 30-30 and 32 W.S.; Marlin 1893 (state caliber); Savage 1899, except 38-55, List Price, \$1.50.

Marble Arms & Mfg. Company

515 Delta Ave., Gladstone, Mich.



Marble's Famous Flexible Rear Sight

does not lock up. Yields when struck and at once springs upright again. Cannot catch and break. Locks down if desired. Made for all American Rifles.

Have You Ever

had a demand for a gas stove tubing that wouldn't leak? Scores of other jobbers and hardware dealers have, and to satisfy this demand the Chicago Tubing & Braiding Co. has built a tube called

"Everlasting"

(Patent applied for)

It is honestly built. Its core is one unbroken strip of flexible steel. This is covered in turn, with a composition, made from a secret formula, and the outside braiding, which is of the finest grade of silkoline.

It is air-tight, gas-tight—once and forever. It is impervious to heat and cold. It is light in weight, easy to stock; representing small outlay and no depreciation. It is the only flexible steel tube of its kind on the market.

YOU can sell it—give good value, earn good profits.

Write for samples and prices.

Remember "EVERLASTING" made only by

Chicago Tubing & Braiding Co.

117-121 N. Jefferson St., Chicago, Ill.

Did You Get Our New CATALOG?

(1912 Edition Complete)

You should have it on file
for reference.

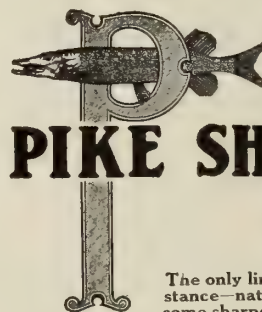
Your request on your
business stationery will
bring it.

NORTH BROS. MFG. CO.
PHILADELPHIA, PA.

Makers of "YANKEE" Tools, Lightning, Gem and
Blizzard Freezers; Gem Ice Shaves, Chippers,
Flutters, Etc., Etc.

A Pike Salesman for YOU —always on the Job

Pike's Stock and Display Cabinets are real salesmen—everlastingly on the job. They keep your Pike Stones in plain view of your customers all the time. They provide a clean and convenient place for the many fast-sellers in the famous line of



PIKE SHARPENING STONES

The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need.

Cabinet "C", pictured here, is handsomely finished in golden oak. It is supplied free on memorandum agreement to all dealers carrying Pike goods or with an order of \$25. This cabinet measures 28" high—18 1/2" wide—14 1/2" deep. Its door opens in front. You can specify stones you wish displayed—all India, Crystolon, Natural or a miscellaneous assortment. Two larger styles, "A" and "B" are furnished on same memorandum agreement or with orders of \$40.

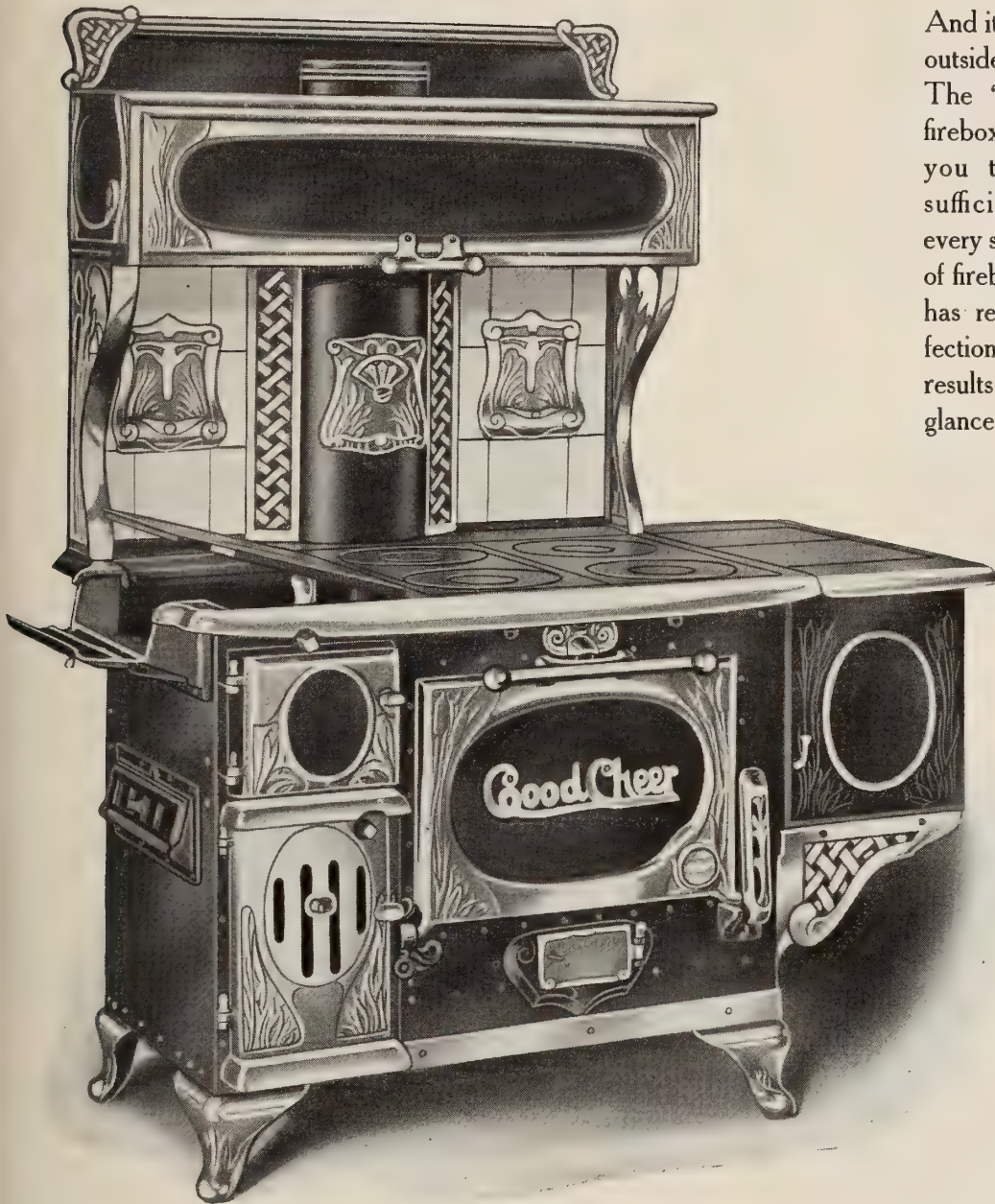
You certainly need one of these cabinets. It's so easy to get, why delay? Write now and we'll send you this big dealer help and also the striking Pike Window Display, Store Cards, Car Cards, and Selling Scheme. They are free. Write us now.

PIKE MANUFACTURING CO.
23 Main St. Pike, N.H., U.S.A.



THE "GOOD CHEER"

The Steel Range De Luxe of Canada



And it's not all on the outside by any means. The "Good Cheer" firebox alone affords you talking points sufficient to clinch every sale. Our study of firebox construction has resulted in a perfection in detail and results apparent at a glance.

What science and art can accomplish in stove and furnace construction is exemplified in "Good Cheer" stoves and furnaces.

Design Registered

The James Stewart Mfg. Company, Limited

Western Warehouse:
156 Lombard Street
WINNIPEG, MAN.

WOODSTOCK
ONT.

Wholesale Distributors:
ROSS BROS., LIMITED, Edmonton
WOOD, VALLANCE HDWRE, CO., Nelson, B.C.
McLENNAN, McFEELEY & CO., Vancouver, B.C.

HAMILTON & STOTT

*Consulting, Heating and
Plumbing Engineers*

PLANS AND ESTIMATES MADE
FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

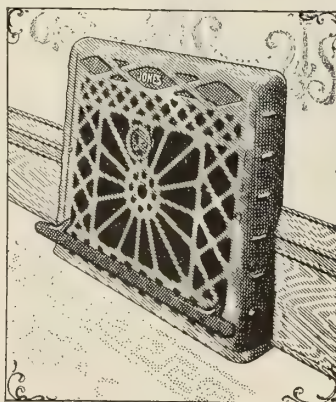
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also
successors to the

**Jones Register
Company**

and can promptly
fill all orders for

**SIDE WALL
REGISTERS**



Howard Hot Air Furnaces and
Howard Hot Water Boilers

Write us for quotations

ST. THOMAS, ONTARIO

The Eureka Electric Vacuum Cleaner

answers every need for keeping
the modern home "perfectly clean"

The fact that it is—

Inexpensive

Simple to operate

Light in weight (9 lbs.)

Efficient

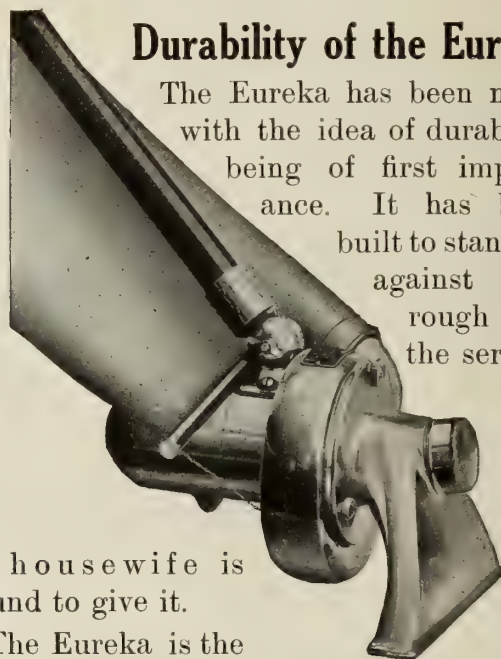
Fully equipped for all cleaning purposes

Guaranteed

makes it attractive at sight and a ready
seller to the consumer of electricity.

Durability of the Eureka

The Eureka has been made
with the idea of durability
being of first importance. It has been
built to stand up
against the
rough use
the servant



or housewife is
bound to give it.

The Eureka is the
only fan type suction cleaner made in the
country which is actually covered by a
patent.

Retails at \$45.00

Write for quotations and full descriptions.

Onward Mfg. Company
BERLIN - ONTARIO

Toronto Retail Store, 423 Yonge St.

WESTERN DISTRIBUTING AGENTS
Moncrieff & Endress, Limited, Winnipeg, Man.

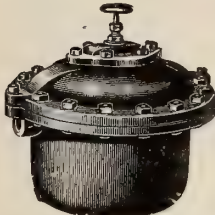
Supplies for Steam and Power Plants

J. M. T. goods are guaranteed and will give satisfaction

See that your stock is complete so that customers will not have to wait when they place orders. It costs money to delay repair or construction work.



Canvass the factories and owners of heating plants. Now is the time to overhaul heating systems, etc., and some good business can be secured if it is gone after.



Nason Steam Trap



Heintz Steam Trap

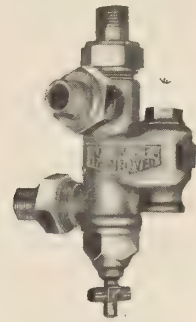


Globe Valve



Angle Valve

Consult us before buying steamfitters tools, piping and plumbing goods. Our prices are right.



J. M. T. Injector

James Morrison Brass Manufacturing Company, Limited

93-97 Adelaide St. West

Toronto Ontario

"CANADIAN HOWARD" Double Radiator FURNACE

**Not a Cheap Furnace
But a Dependable Heater**

The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

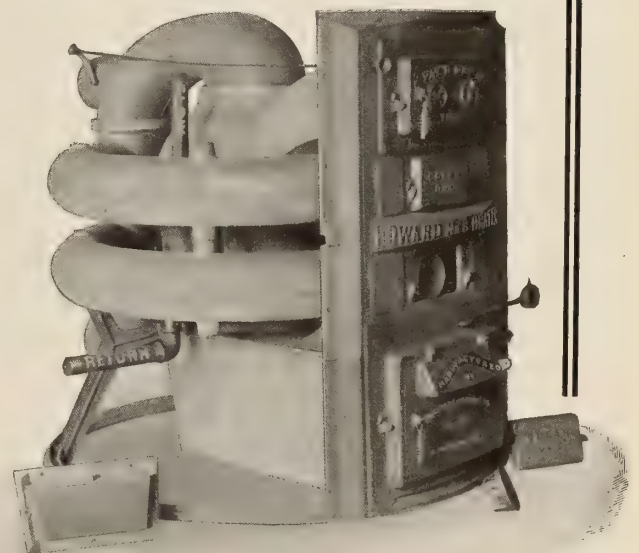
As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.

Write for a copy of our furnace catalogue



THE C. NORSWORTHY CO., LIMITED

ST. THOMAS - - - ONTARIO

We Create the Demand: You Can Reap the Profits

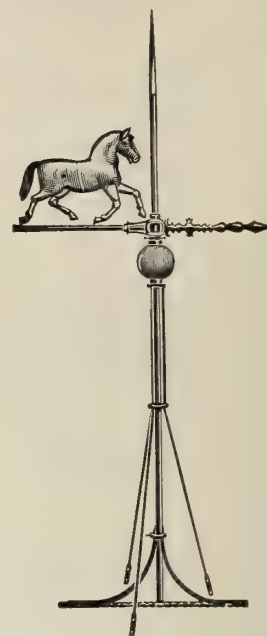
Made in Canada

We have been on the market as manufacturers and wholesale distributors of LIGHTNING ROD MATERIAL for many years, and we stand upon the MERITS of our products.

They do Protect. They are Practically Indestructible

Write us TO-DAY—NOT TO-MORROW—BE READY

Do you want Advertising Help? Write us, and we will supply Electros, Booklets, etc., Free. See our Salesman before buying.



Empire Lightning Rod Co., Limited Winnipeg, Canada

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

***There's a Good
Sale For Them***

Manufactured solely by
**The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited**

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

HARVEST

*Our Stocks
are at your
service in
Large
Assortment*

will soon be finished.
Your customers will
be making improve-
ments requiring

**Siding, Shingles,
Corrugated Iron,
Metal Ceilings,
etc., etc.**

*Send Your
Orders*

You will require
Galvanized Iron, Tin
and Canada Plate
quickly.

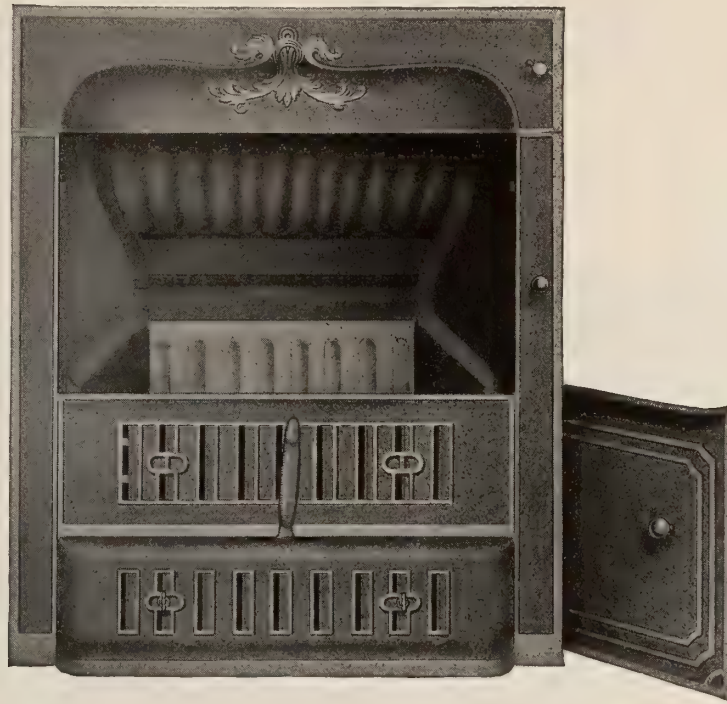
**Winnipeg Ceiling and Roofing
Company**

P.O. Box 2186S. WINNIPEG, MAN.

Open Grates and Fire Place Fittings

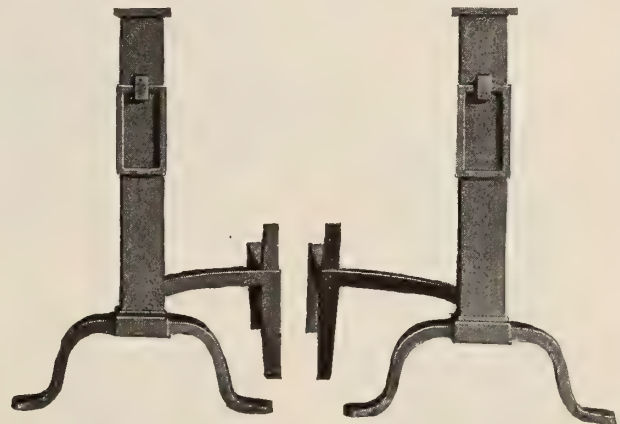
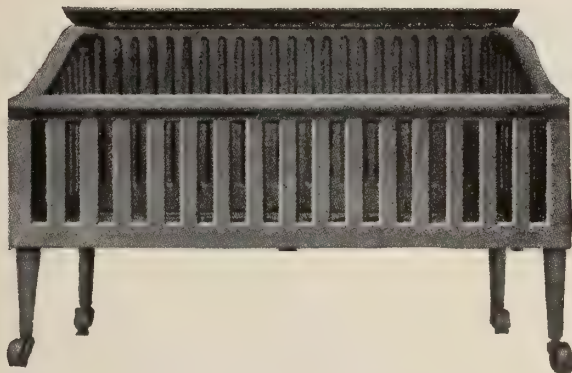
We offer a choice assortment of these goods, of which the illustrations on this page are samples.

Everything
to fit out
the
Open
Fire
Place,
including



Open Grates,
Andirons,
Roller
Baskets,
Dampers,
Ash Dumps.

The designs are most attractive, being in line with modern ideas of interior decoration and in finish equal to the very best made.



ASK FOR ILLUSTRATIONS AND PRICES

ENTERPRISE FOUNDRY CO., Sackville, N.B.

Enterprise Hardware Co.,
Saskatoon

WESTERN DISTRIBUTING AGENCIES:
Reynolds & Jackson,
Calgary

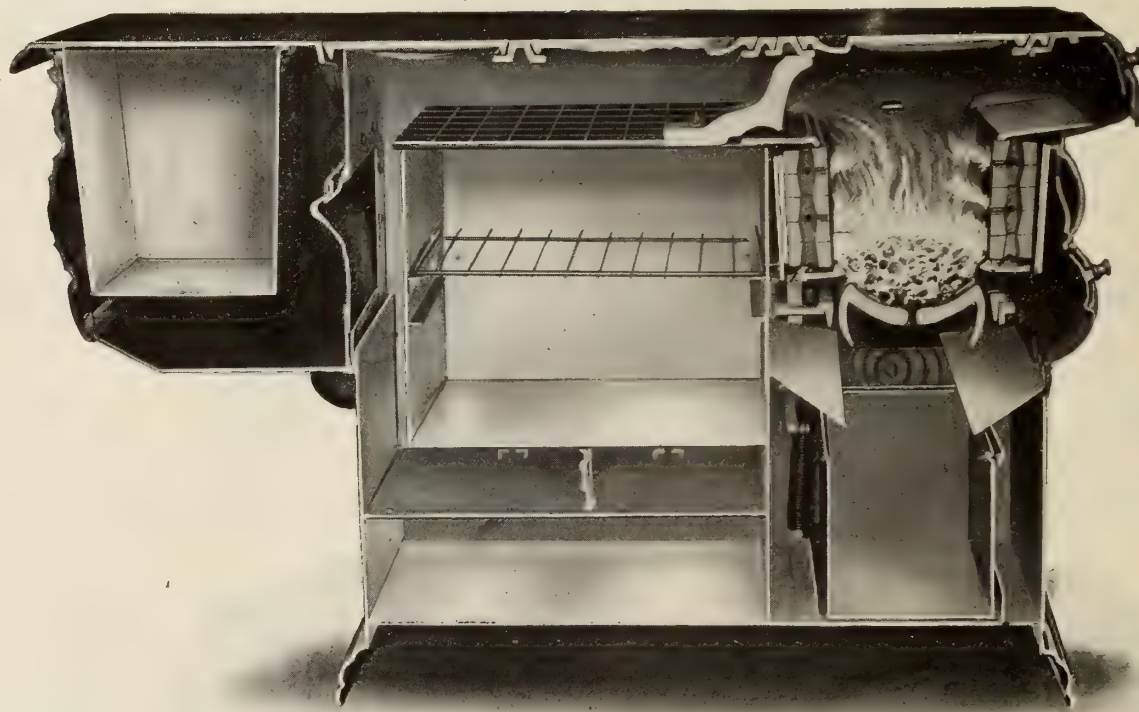
W. T. McArthur & Co., Vancouver

Whitlock & Marlat,
Moose Jaw

Copp's Stoves and Ranges

Note our airated **Fire Linings**. They burn all the gas and will give you as much service from a ton of soft coal as the ordinary fire box will from a ton of the best hard coal, besides these linings if properly handled will never need renewing.

This is a strong point for you Mr. Dealer, with the price of coal advancing.



ORDER A SAMPLE - - It Will Make You a Splendid Leader.

COPP STOVE COMPANY

LIMITED

FORT WILLIAM

Sales Branches and Warehouses at

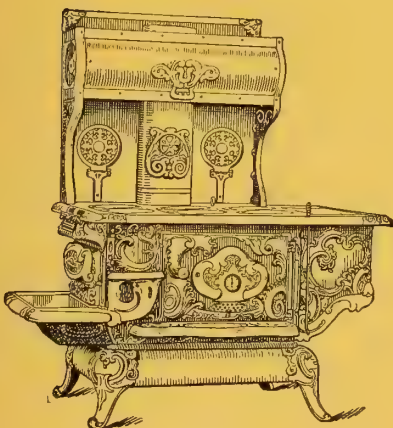
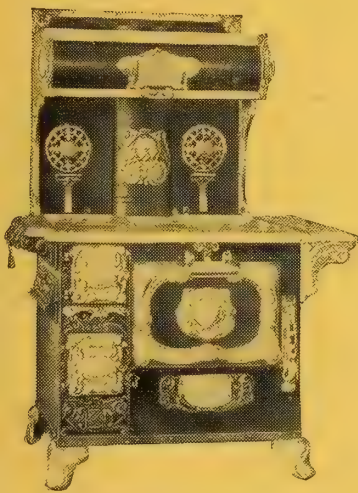
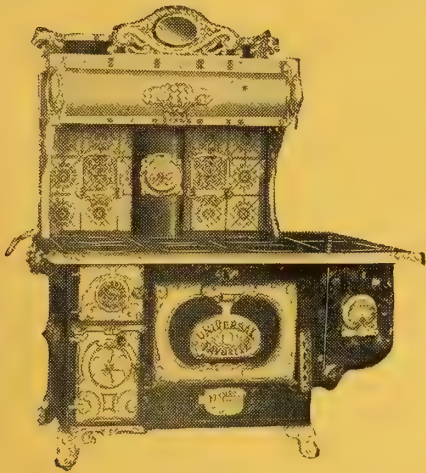
WINNIPEG

VANCOUVER

CALGARY

EDMONTON

Favorite Stoves and Ranges are a Profitable Line to Handle



Because one sold means the sure sale of a number of others in the same neighborhood and brings many new customers to your store.

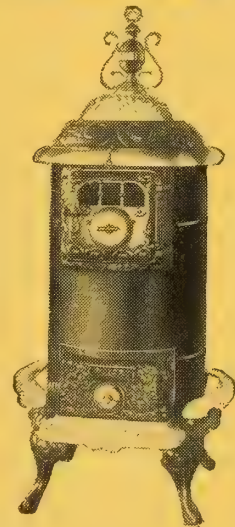
When you sell a **Favorite Stove or Range** you have the assurance that it is going to give satisfaction.

Now Mr. Stove Dealer if you have had any trouble in your "Stove Department" let us be your Doctor.

We are Stove Specialists and our life's work and study has been devoted to the making of Stoves and Ranges only. That is why Favorite stoves sell at sight and stay sold.

There are stoves offered at attractive prices that look "first rate," but when set up and put to the test, will not work satisfactorily. There is no trouble of this kind with **Favorite Stoves and Ranges** because they are carefully constructed, well fitted, nicely finished and guaranteed to give satisfaction.

When a dealer takes up our line he never changes and seldom is there a second hand stove of our make to be found on the market. The reason for this is. "Our fair dealings and quality of our goods." If you are not handling our line order a sample range or heater so that you can examine our product for yourself. In the stove line our goods will prove to be your silent salesman.



FINDLAY BROS. COMPANY, LIMITED

Head Office and Works, - CARLETON PLACE, ONTARIO
Branch House, - 260 Princess Street, WINNIPEG, MAN.

Distributing Agencies:

H. H. DRYDEN
Sussex, N.B.

STEWART & CO.
Toronto, Ont.

D. V. COPE & CO.
Calgary, Alta.

REVILLON BROS., LIMITED
Edmonton, Alta.

GEO. D. HORSMAN
Vancouver, B.C.

The Stove Salesman

Suppose you were buying a fountain pen, what make would you ask to see? Why nearly everyone would ask to see a Waterman. Why? Just because it has been advertised. Ask a woman the name of a stove maker and she will mention "Gurney-Oxford" first, because for years they have been nationally advertised.

Our liberal ideas in advertising have influenced many dealers to become "Gurney-Oxford men" and they have never regretted it, for these advertisements appear not only in most of the national magazines, but also in the newspaper in the home town of our agent with *his* name right across the bottom of it. Incidentally *his* store as well as *our* stoves, gets the benefit of all this.

And this investment of thousands of dollars in advertising is only one of many forces we use to make "Gurney Oxford" the one and only thought of stove buyers. Handsome catalogs, window display, printed matter and window and show cards, these are all sent to our dealer free, to help close sales.

There is no need to dwell here upon the goods—everybody knows the standard of quality and efficiency that "Gurney-Oxford" represents. We could not be in business 70 years and still be first if the goods were not right.

If there is no agent in your locality there is going to be one soon. Better let it be you. Better be the Gurney-Oxford man than the man against him. Ask us for our new catalog anyway. We'll be glad of the opportunity to send it you.

The GURNEY FOUNDRY

Montreal Hamilton

"This is the Range I Use--the GURNEY OXFORD"



When a range is recommended by one woman to another it has met the final test.

The staunchest friends of the Gurney-Oxford Range are those women who have experience with it. They know how dependable it is, they know that no other range gives such constant and unvarying satisfaction, not simply in management and economy but in cooking results.

The Gurney-Oxford works constantly for its owner's peace of mind and it repays her efforts to make each meal one of absolute satisfaction.

Every woman who has had experience with the Gurney-Oxford cannot help telling her friends the satisfaction of being able to regulate her fire by turning up or down on small levers. She tells about the time she made and kept the fire burning evenly heated, but above all she is enthusiastic about the golden brown biscuits or each bakery queen's taste, that her Gurney-Oxford has made so easy to do.

The Gurney-Oxford is the only range that has been nationally advertised.

The Gurney-Oxford Enthusiast

The housewife who owns a Gurney-Oxford—who has daily experience with it—who knows the way it works—the economy and efficiency of it—is a Gurney-Oxford Enthusiast.

The Gurney-Oxford Range is the sum total of 70 years experience in stove construction. It is a big, up-standing, handsome stove, that works constantly and unfailingly for its owner's satisfaction. It stands guard over her interests, conserving her time and energy, effecting a daily saving in coal, adding to the household economy and increasing the pleasure which comes from a smooth-running and well-served household.

That's why the enthusiastically recommends the Gurney-Oxford whenever the question comes up.

She wants her friends to learn what she knows to be a fact, that a Gurney-Oxford Range is a good housewife's most valuable and cherished possession.

(Your Signature)

Better Dinners

"Is dinner ready, Mary?"

"Yes, Madam—it is ready, and, I think, a great success."

"Your cooking is improving."

"Well, perhaps it is, and I hope so, but really, Mrs. Monwille, I think our new Gurney-Oxford is partly responsible for the success I have had lately. I was never able to cook roasts and fowl so well on our old stove, and as for bread and biscuits, I used to tremble when I went to take them from the oven—they were so often soggy and heavy. Now they are always light and beautifully brown, and, if I do say it myself, something to be proud of."

"That's true, Mary, my husband has said almost the same thing. I'm awfully glad you approve of my choice of a Gurney-Oxford. He approves because of the saving in coal since we got it, also because of the better meals he is getting."

"Indeed he's right, Madam—and it requires so little attention."

"That's true, Mary. Will you serve dinner in a few minutes please."

Only Results Count

The one thing above all else that you want to know about the range you buy is this—that it will cook and broil and bake with absolute satisfaction.

Other features of a range, such as convenience, economy and appearance, are, of course also indispensable, but the prime necessity in a range is results in cooking. The Gurney-Oxford gives results—not now and then, but always.

Every Gurney-Oxford is a source of continual satisfaction to its owner. Day after day, year after year, it enables her to produce pastry, bread, roasts that contribute to the pleasure of housekeeping. That is why the Gurney-Oxford finds its strongest support among those who have had actual and intimate experience with it. You too will number your Gurney-Oxford among your best friends.

(Your Signature)

The Gurney Foundry Co. Limited
TORONTO CANADA
MONTREAL CALGARY VANCOUVER

"Highly Recommended."

"I would certainly recommend that you get a Gurney-Oxford. My Mother had one, and when I furnished my house, I got one. Every maid I ever had has been enthusiastic about the Gurney-Oxford."

"What are its good points?"

"Well, the best is that it cooks and bakes like a dream—roasts golden brown biscuits or each bakery queen's taste, that her Gurney-Oxford has made so easy to do."

"-it's a success."



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.15 less 2%. In lots of 24, \$2.05 less 2%.

The Western Clock Co., La Salle, Ill.



Hardware and Stove Displays at the Toronto Exhibition

Exhibits were of More Than Usual Interest to Business Men—Display of Stoves was Particularly Strong—A Feature in Gas Stoves and Heaters—Paints Much in Evidence.

That the Canadian National Exhibition is growing in interest to the business men of the country is one of the facts that impresses itself upon one who year after year visits it. This year this fact was pressed home in a way greater than ever before. Whatever the Exhibition may be in other respects, it has certainly become a business man's Exhibition. The business man who visits it with his eyes open cannot fail to discover many things not only of interest but of value. In other words he will get a line both on new goods and new methods, to say nothing of the people he meets and discusses business with. The exhibits of interest to business men were not only large, but in variety they were greater than ever before.

The display of stoves and furnaces was again one of the features of the Exhibition. This year it was stronger than ever. And the place that gas stoves and heaters are securing was illustrated by the fact that this year a building was exclusively devoted to the display of this line. This display was a revelation to many.

Below are printed articles describing and illustrating many of the exhibits of a business character. These will be of particular interest to those hardware dealers who were unable to visit the Exhibition, and will refresh the memory of those who were fortunate enough to visit it and see the displays themselves.

In connection with the annual convention of the Canadian Gas Association, the manufacturers of gas appliances secured the Women's Building in the exhibition grounds and erected a very fine series of booths in which gas cooking and lighting appliances were shown.

The Gurney Foundry Co., Toronto, had one of the best displays showing their extensive line of hotel ranges, gas ovens, gas toasters, griddles, waffle plates, vegetable tables, tea and coffee heaters, etc. They also showed their extensive line of gas ranges featuring their cabinet range as their leader. A new gas water heater of capacity was also included in the display and attracted considerable attention. The Gurney Foundry Co. had a larger display of all their coal,

wood and gas cooking ranges, heating stoves, furnaces, hot water boilers, etc., in their showrooms at King St. W.

The A. B. Stove Co. of Canada, who recently erected a fine plant at Montreal, made one of the largest exhibits of gas ranges in the exhibition, most of their ranges being built in cabinet style, the two burners, four burners and six burners with ovens and broilers attached. Their output so far has been taken up by gas companies, but it is the intention of the company to cater to the trade of the stove dealers in the towns.

Other exhibitors included were Geo. M. Clark & Co., manufacturers of the Clark Jewel gas stoves, Chicago; Pittsburg Water Heater Co., tank heaters, etc., Toronto; National Gas Light Co., Kalamazoo Mich.; Welsbach Co., gas mantles, Toronto; The Humphrey Arc Lamp Co., Kalamazoo, Mich.; The Canadian Meter Co., Hamilton; The Hamilton Gas Mantle Co. Hamilton, W. M. Green Co., gas ranges, New York; Vulcan Gas Ranges, New York; The Standard Meter Co., Toronto; Ruud Manufacturing Co., instantaneous water heaters, Toronto; Detroit Jewel Gas Stove Co., Detroit

GIVE EXHIBITORS A HEARING.

A number of exhibitors interviewed by Canadian Hardware Stove and Paint Journal had complaints to make about the manner of allotting space. One firm selling to the hardware trade applied for space last November and offered to spend \$1,200 to \$1,500 in putting up a suitable exhibit. They were put off from month to month and could not get a definite allotment until a week or so before the exhibition opened.

The directors have a good system of inviting speakers to discuss plans for bettering the exhibition, the last noon-day luncheon being the occasion for suggesting ideas for future development. Why not invite a committee of exhibitors to express their views? A serious evil in the Stove Building was discontinued two or three years ago as a result of a complaint made to the directors and similar conferences should be encouraged.

EXCELLENT ALUMINUM WARE DISPLAY.

The extent to which aluminum is being used in the manufacture of cooking utensils was well shown in the exhibit of the Ware Manufacturing Co., Oakville, Ont., in the Stove Building. This was the first year this firm has made a display at the Toronto Exhibition. There is good reason for this, however, and that is that they have been only operating for the past two months, but in that time have made rapid strides and are now shipping large quantities of goods. Since starting operations they have met with marked success, and during the Exhibition numerous dealers called to look over the line and many large orders were placed. As announced a short time ago, the Ware Manufacturing Co. is doing business through the trade only and will continue to do so as long as they receive the hearty support of the retail dealers.

Two of the slogans used by the Ware Manufacturing Co. are: "Will out-wear any ware" and "Made in Canada." Their goods are made in Oakville and they make the claim that they were the first firm in Canada to erect a plant for the exclusive manufacture of these goods. They are making or are in a position to make every cooking utensil known as well as other lines required in the household, such as wash boilers, or anything required for hotel or restaurant use.

The wearing qualities of aluminum are too well known to dwell upon, and as the Ware Manufacturing Co. claim that their goods are 99.95 per cent. pure aluminum, and that they will, therefore, outwear any three utensils of any other material, it is to the dealer's advantage to look into the question.



An aluminum vessel can be taken, filled with rice and allowed to burn dry. Although the rice is burning and sticking to the bottom, the vessel will not carbonize nor turn black. The housewife can then take a spoon and remove what is not sticking to the bottom of the pan and it is guaranteed that it will not taste the least bit burned or scorched. All that is necessary to remove the burned part from the dish is to pour on a little warm water and scrape off with a wooden spoon.



Canadian National Exhibition—Oakville Aluminum Ware made by Ware Manufacturing Co., Oakville, Ont.



Canadian National Exhibition—Remington Arms and Union Metallic Cartridges.

REMINGTON ARMS' INTERESTING DISPLAY.

The Remington Arms-Union Metallic Cartridge Co., New York City, with offices at 15 King Street West, Toronto, exhibited for the first time this year. Their display was right at the south entrance to the Process Building, in a position where the crowds coming both ways could see it.

This firm makes rifles and shot guns of almost every known size, with ammunition to fit any arm made. This concern furnishes the United States Government with large quantities of ammunition of different sizes, which is an excellent testimonial of the work turned out by them.

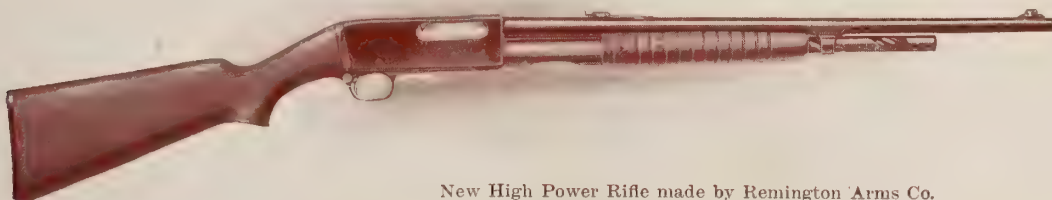
The arrangement of the booth was excellent. Situated as it was on the corner, it could be seen from two sides and all the goods showed up to best advantage. Samples of rifles and guns were shown standing in large silent salesmen against the wall at the back and on tables. To add to the effect, boxes of ammunition were arranged in pyramid form and placed at the top of each compartment of the show cases. The firm's excellent advertising matter, showing various hunting scenes, was placed at intervals throughout the exhibit and gave the whole display a genuine sporting appearance. Adorning one wall was a large card, framed, showing over 150 different size cartridges and loaded shells.

In arms, the firm is featuring their solid breech, ham-

merless, take down, repeating rifles and shot guns. One of their latest productions is their new high power, pump action sporting rifle. This rifle combines rapidity of fire, strength, simplicity, light weight and general attractiveness. For years, gun makers have tried, without success, to perfect a trombone or slide action high power repeating rifle, which ensures rapidity of accurate fire. The difficulties experienced by other gun makers have been overcome in the new product of Remington Arms. As stated above, this rifle has solid breech. A thick wall of solid steel lies between the firing chamber and the shooter's face. This affords absolute protection against blow-backs or defective ammunition. It also prevents snow, dirt and other foreign substances from entering the mechanism.

In appearance, this rifle is a "dandy." The absence of the usual protruding parts, such as hammer, lever, etc., has been skilfully taken advantage of to produce the utmost beauty, symmetry of outline and perfection of balance. It is very simple in construction. The breech lock is particularly strong and locks close up to the cartridge head. The arm weighs but six and three-quarter pounds, has perfect balance and handles fast.

Being hammerless, premature discharge cannot take place. Three distinct devices prevent the firing pin from exploding the cartridge in the chamber until the arm is fully locked. (1) The trigger is out of contact



New High Power Rifle made by Remington Arms Co.

with the sear. (2) The sear lock blocks the sear into the firing pin notch. (3) The action bar blocks the firing pin from reaching the primer until the action bar is in its forward position and locked in that position by the action bar lock.

The solid breech lock, close up to the head of the cartridge, in combination with the accurately bored and rifled barrel, give to this arm surpassing accuracy and regularity. The sights are all of the newest designs and made to make the rifle one of the best on the market to-day.

This firm makes the Remington Repeating Shot Gun in six different styles, running in price from \$27 to \$125. It is made in four different lengths of barrel, 26, 28, 30 and 32 inch, choke, modified or open bore.

BERRY BROTHERS' VARNISHES.

The great progress made in the manufacture of varnish was very forcibly illustrated in the exhibit of Berry Brothers, Limited, varnish manufacturers, Walkerville, Ont.

Their exhibit was located in the Industrial Building and many visitors were entertained during their visit to the Exhibition.

The very elaborate display of various woods finished with Berry Brothers' architectural, automobile, carriage and agricultural varnishes and finishes proved to be more than interesting to all who visited the booth, while the copal gums which were exhibited also caused much comment.

The decorative schemes carried out were very artistic and as this was Imperial year a large number of silk Canadian ensigns and Union Jacks as well as the flags of the other colonies, were used in the decoration of the booth.

The firm of Berry Brothers, Limited, was represented by Mr. R. D. Pinkerton, Mr. O. H. Gorham, Mr. J. W. Van Norman, Mr. D. W. Johnston and Mr. Wm. Home.

Large quantities of advertising matter were distributed, including a large number of the wonderful juvenile books known as "Around the World in a Berry Wagon." In addition to these a handsome watch fob was distributed as a souvenir. This watch fob showed the trade mark label of Berry Brothers, the label that appears on every can of varnish they manufacture and the label that stands for varnish quality.

Fifty-four years ago the Berry brothers made their first varnish in a copper kettle on top of a cook stove. To-day the firm of Berry Brothers, Limited, is the largest manufacturer of varnish in the world. They make a varnish for every known purpose, each varnish is the best for the particular purpose for which it is intended.

They have a booklet known as "Choosing Your Varnish Maker," which will prove of interest to all varnish users, whether large or small, and a copy of the same will be mailed to anyone, free of cost, upon request.

The representatives at their exhibit made it quite clear to our reporter that their selling policy was a very liberal one and that the house of Berry Brothers, Limited, was always glad to hear from dealers all over the Dominion.



Canadian National Exhibition—Fine Varnishes shown by Berry Brothers, Walkerville, Ont.



Canadian National Exhibition Chi-Namel made by Ohio Varnish Co., Cleveland, Ohio.

NEAT DISPLAY OF CHI-NAMEL.

Again the Ohio Varnish Company, Cleveland, Ohio, was in evidence at the exposition with a larger and stronger display than ever before.

As is well known in merchandising circles, the Chi-Namel products of this company are retailed through local exclusive agencies only, and the desirable and economical features of their ready-to-use graining process, as well as other products, are made known by methods peculiarly adapted to their plan of distribution.

The chief method employed for establishing their line in the esteem of the local public is through personal instruction and demonstrations which the manufacturer provides, using the store which has the exclusive retailing privilege of the community as headquarters for such educational work.

We are given to understand by the management that it was their purpose to make their space at the exposition serve in the same capacity as the local store window in order that, while appealing to the general public in attendance there, their display would at the same time serve to make known to the merchants of Canada the exact manner in which the same products are introduced locally, after each retail agency has been established.

The same display and decorative material as was used at Toronto, is available for the local store, and a representative of the factory is always on hand to give, absolutely free, to the public, information concerning the finishing, re-finishing and care of woodwork, floors and furniture, and by actual tests before their eyes convince them of the economy of the Chi-Namel way.

The very practical manner in which this information

is given naturally enthruses the recipients, and creates a desire to put these new materials and methods to test in their own homes.

The drawing power of the Chi-Namel demonstration noticed at the exposition, notwithstanding the many existing counter-attractions, would seem to constitute conclusive evidence of its interest and lead to the inference that when put on in a local store and given the advantage of exclusiveness, the impression upon the buying public would be one long to be remembered and richly productive to the one merchant who holds the retail agency.

A few well known hardware merchants in Ontario who have developed a large trade in Chi-Namel are the following: H. Wolfhard & Co., Berlin; Thornton Bros., Bradford; H. H. Otton & Sons, Barrie; G. W. Ecclestone, Bracebridge; W. W. Chown Co., Belleville; A. Ballantyne, Brantford; D. W. Douglas, Campbellford; Collingwood Hardware Co., Collingwood; M. Weichel & Son, Elmira; Howell Hardware Co., Goderich; Bond Hardware Co., Guelph; I. W. Bennett & Son, Gananoque; Thos. Ramsey, Hamilton; A. Chown & Co., Kingston; The Purdom Hardware Co., London; Magladery Bros., New Liskeard; MacNab Bros., Orillia; The Adamson Hardware Co., Orangeville; Van Tuyl & Fairbank, Petrolea; Peterborough Hardware Co., Peterborough; Chalmers Bros., Palmerston; Bernhard & Gies, Preston; Jas. Wright & Sons, Strathroy; Watts & Bate, Ltd., St. Catharines; Purvis Bros., Ltd., Sudbury; McKenzie, Milne & Co., Ltd., Sarnia; Geo. Matthewson, Toronto; W. H. Lake, Toronto; The E. Harris Co., Toronto; C. W. Conn, Tillsonburg; Walkerville Hardware Co., Walkerville; M. Weichel & Son, Waterloo; The Nelson Hardware Co., Windsor, and Munro & Zavitz, Wallaceburg.



Canadian National Exhibition—Moffat Stove Co.'s Display of Stoves and Ranges

MOFFAT'S STOVES AND RANGES.

The Moffat Stove Co., Weston, occupied their usual position at the entrance to the Stove Building, but, in addition to this, had a large display of gas stoves and appliances in the building which was this year devoted to all household devices run by gas. This firm is going into the manufacture of gas ranges and stoves much more than they have in the past and are now marketing lines that are giving every satisfaction.

In the Stove Building, all the well known lines of coal and wood ranges and heaters were shown, including the famous Canada B, Nelson A and B, Classic, Welcome B, King National, and Oak and Alberta heaters. Many improvements have been made on

these lines. The Nelson A and B steel ranges have changed the ash pit and ash pit door. Where formerly they had the door on the end of the ash pan, they now possess a swinging door, which makes them more up-to-date. In addition to this, these lines are now built higher, adding to their appearance and making it easier for the housewife to clean underneath.

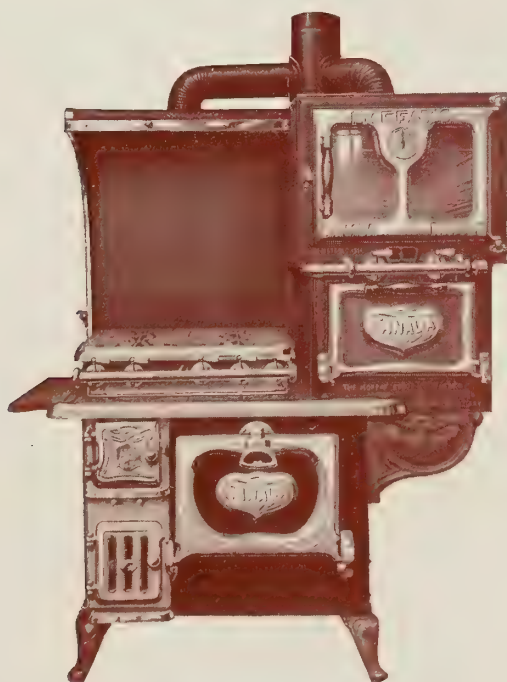
It was thought that the Canada B was perfect, but a change has been made in it which has added to its already numerous good points. Where formerly it was only supplied with a left hand extension, now it can be bought with either hand extension. Some women find it more convenient to use the left hand, and for these the improvement will be welcomed. Another improvement is that now the flues are underneath the right hand reservoir, so that the heat passes around the reservoir before entering the flue. In tile decoration, the Moffat Stove Company can now supply any range with hand painted tile backs, showing Dutch, seaside and other scenes, to please the tastes of people who like a nice kitchen.

During the past year, a new cheap steel range has been brought out, which has been named the ALTA. This is a four-hole range, with improved grate and reservoir. It is particularly adapted for small kitchens and campers' use.

The Moffats have now been manufacturing gas ranges for some years, and the popularity of their line is acknowledged by all. Their No. 1657 is one of the best styles, occupying a small space, with large deep oven, and it has proved its value in some of the latest apartment houses and homes throughout the Dominion.

The big feature of the display, however, was the new Canada combination gas and coal burning range. This range was brought out during the past year, and is entirely different from the U. S. combinations on the market, all the parts being designed and made in the Moffat plant at Weston.

This range is the result of combining their best coal range Canada X No. 816 and their Canada gas range No. 1657, the most modern gas range they manufac-



Moffat's new Combination coal and gas range



One of their New Combination Coal and Gas Ranges being shown in the Centre of the Opposite Display.

ture. This makes an ideal combination and one that is economical from every standpoint. With these points in its favor, it is certain that this new line will be a big seller. Already the call for it has been enormous. Orders have been received from all over Canada during the short time it has been on the market, and if this can be taken as a criterion, the business to be done during 1912 should break all records.

Some of the main features of this stove are that it occupies the space of only one stove, while doing the work of two. It is supplied with glass doors, tile back and in full nickel or plain. It is the only combination of its kind on the continent. Without loss of time or changing a fixture, the stove is ready for use with either coal or gas. A four-hole gas burner folds under the canopy top and at times when the coal fire is dull, all that is necessary to hurry the meal is to lower this and light the gas. Both the coal and gas ovens can be used at the same time without one interfering with the other. The canopy top and the ovens are both ventilated into the smoke pipe, thus carrying off all odors, both from the table and the oven.

Along with this range, there was shown in the display in the Gas Building the Nelson single and double oven gas range.

The Canada No. 1650 gas range, with kitchen heater attachment, aroused a great deal of interest. This range takes the place of a coal burning one in the matter of heat given out and in these days of small houses and apartments, it is particularly handy. Nos. 1651-2-3-6-7-8 gas ranges also were shown. The bodies of Moffat gas ranges are made of bessemer polished or aluminum plated sheets. The aluminum prevents rust and makes a nice, smooth finish. The trouble with gas ranges always has been rust, which eats into the iron and causes decay in a few years. With the new finish on the Moffat line, it is guaranteed they can be used for years without showing a rust mark. Galvanized

iron is coated at about 500 degrees of heat. Aluminum steel requires 1,500 degrees, so that the sheets can be heated red hot without destroying the coating.

All the burners used are of solid construction one-piece 10 pt. Star cast iron. This insures against leaky burners and makes for the greatest proficiency.

As an indication of the business the Moffat Stove Co. is now doing, during the past year there has been added to the already large plant at Weston, a new moulding shop, which will double the capacity in that branch. They have also put up a new mounting room for gas ranges. Many new machines have been added in the various other departments, and a much larger shipping room has been added, which will ensure even more prompt delivery than dealers have been favored with in the past. With all these improvements, the plant is now one of the finest and most up-to-date on the Ameri-



Moffat's Display in the Gas Exhibition



Canadian National Exhibition—Varied showing of Metals by Canada Metal Company, Toronto.

can continent, and its growth is evidence of the popularity of the Moffat line.

Quite recently the firm has gone into the manufacture of a triple coil water heater. This is one of the most powerful water heaters on the market to-day. It will give running water, heated to 140 degrees, three minutes after the gas is lighted. It is attached to the boiler in the kitchen, and is adjusted to burn only 40 feet of gas per hour, making it one of the most economical in use. When in operation, it will heat a 40-gallon boiler full of water in 30 minutes. A lavatory was installed in the booth to give demonstrations, and much favorable comment was expressed on the new machine. Further information regarding this can be had by writing the Moffat Stove Co., Weston, Ont.

CANADA METAL COMPANY'S PRODUCTS.

The Canada Metal Co.'s exhibit in the Machinery Hall was of great interest to hardware and plumbing men. They showed a complete line of solder, babbitt,

lead pipe, traps and bends and also their other lines of fuse wire and ingot metals of all kinds.

The company, under the management of W. G. Harris, Sr., has, during the past three years, built their new plant on Fraser Ave., Toronto, and erected branch works at Montreal and Winnipeg. This enables hardwaremen all over the Dominion to obtain quick service and also goes to prove that the Canada Metal Co. are turning out goods that are appreciated by the trade throughout Canada, or their extension would not have been made possible.

The exhibit this year was well lit up by large electric lights and a large electric sign on top of the company's works served to show visitors just where the plant was located, just one block east of the Exhibition grounds.

Messrs. W. G. Harris, Sr., and W. G. Harris, Jr., and the company's other representatives were in constant attendance at the grounds, busily explaining their various lines.



New Montreal Branch.



New Winnipeg Branch.

MORRISON'S EXCELLENT DISPLAY.

For the third successive year the James Morrison Brass Manufacturing Co., Toronto, occupied their prominent corner in the centre of the Industrial Building. The display this year was above any yet made, and the large number of electric fixtures served to show off the goods to the best advantage. Many new designs in electroliers have been brought out during the past year and from the favorable comments made on the goods shown, one is safe in saying that "J.M.T." goods are at the top of the ladder in lighting fixtures. One particularly fine fixture was an inverted light with genuine alabaster bowl. The light given by this is clear and bright, yet with no glare, making it ideal for home or store.

While lighting goods were featured, the display of plumbers' and engineers' supplies and locomotive brassware was excellent, and visitors to the Fair were much impressed with the many lines shown.

Probably the feature in the plumbing display was the new "J.M.T." instantaneous water heater, for use in hospitals and other public institutions. This is a new line for the Morrison firm, but already it has taken a big hold all over the country and is meeting with much success.

The Thompson smoke machine for plumbers was shown prominently and aroused favorable comment. This is one of the most compact machines of its kind on the market, and is built to give lasting service.

The feature in the marine exhibit was a new ship telegraph. This is made for twin engines, with automatic reply from engine room to the officer on bridge of steamship. This telegraph is the first of its type manufactured in Canada and is a feature which those who handle marine supplies, and others interested,

should not fail to investigate. It works just the same as the ordinary ship telegraph with the exception of the attachment to the engines which gives the direction of the rotation of engines to the officer in charge at the bridge, this being the automatic feature of the telegraph. All other marine supplies of interest to hardwaremen were shown in neat arrangement throughout the section devoted to them, and showed the wide range manufactured by the James Morrison Co.

Engineers' supplies and locomotive brassware occupied a large portion of the display at the west end of the booth. To hardwaremen who do not handle these goods, the display was a revelation. The big feature was the new "J.M.T." injector, type 1-A. This injector is fitted with patent adjustable centralizing fulcrum bracket, adapted for re-adjustment with receding forcer steam valve and final over-flow seats. A full line of other injectors manufactured by the firm also was shown.

The genuine "J.M.T." handcock inspirators, for stationary boilers, steam gauges, "J.M.T." valves and pressure reducing valves, water gauges, oil cups and recording gauges were displayed in wide range. Locomotive whistles, in single chamber, three chamber, and five and six chamber were on exhibit.

In the line of testing appliances, the firm showed a boiler inspector's outfit, consisting of pump gauge and the necessary nipples. These are put out in a rich leather case, which should prove to all engineers a very serviceable outfit. Direct weight test pumps added to the display in these goods.

A special feature in these goods was the Trill steam engine indicator. This is one of the most up-to-date indicators on the market to-day and should be inquired into by all dealers handling this class of goods.



Canadian National Exhibition—James Morrison Brass Mfg. Co's handsome display.

PEASE ECONOMY FURNACES.

The Pease Foundry Co., Toronto, were again at their old stand on the south aisle of the Stove Building, with an excellent display of warm air furnaces, wood burning furnaces, and their "Economy" combination heater. During the past year, large numbers of contractors have taken up this system of heating and from testimonials received, the line is giving excellent satisfaction. The system is specially adapted for heating rooms in the distant parts of houses and consists of cast iron rings placed immediately above the fire pot and in the combustion chamber. These rings being hollow, the water passes through them, is heated and is conveyed by pipes to radiators in rooms which cannot be reached by warm air.

The firm is going strongly into the heating of schools, apartment houses and other large buildings. In institutions of this kind, it is essential that sufficient heat be supplied and yet a good supply of pure, fresh air is needed. Especially is this true in schools. Where

been received like they have lately. They have been swamped with business all season from all over the Dominion. This has been due to the tremendous growth of our country, particularly in the West.

It now looks as if there will be some difficulty in filling orders during the early Fall season owing to the tremendous trade done during the summer months. Usually the company has a large stock of all lines waiting to be shipped out in the Fall but at present their stock room is absolutely bare, and this in spite of the fact that their present plant has been working night and day for months past. To overcome this, however, they have about completed the erection of a large plant at Brampton, Ont. This plant will be 500 x 250 feet and equipped with all the most modern machinery and facilities for turning out the best work in the shortest time possible. It will be located on both the Grand Trunk and Canadian Pacific Railways, making the best shipping facilities possible. This will aid greatly in shipping carload lots.



Canadian National Exhibition—Furnace Display made by Pease Foundry Company, Toronto.

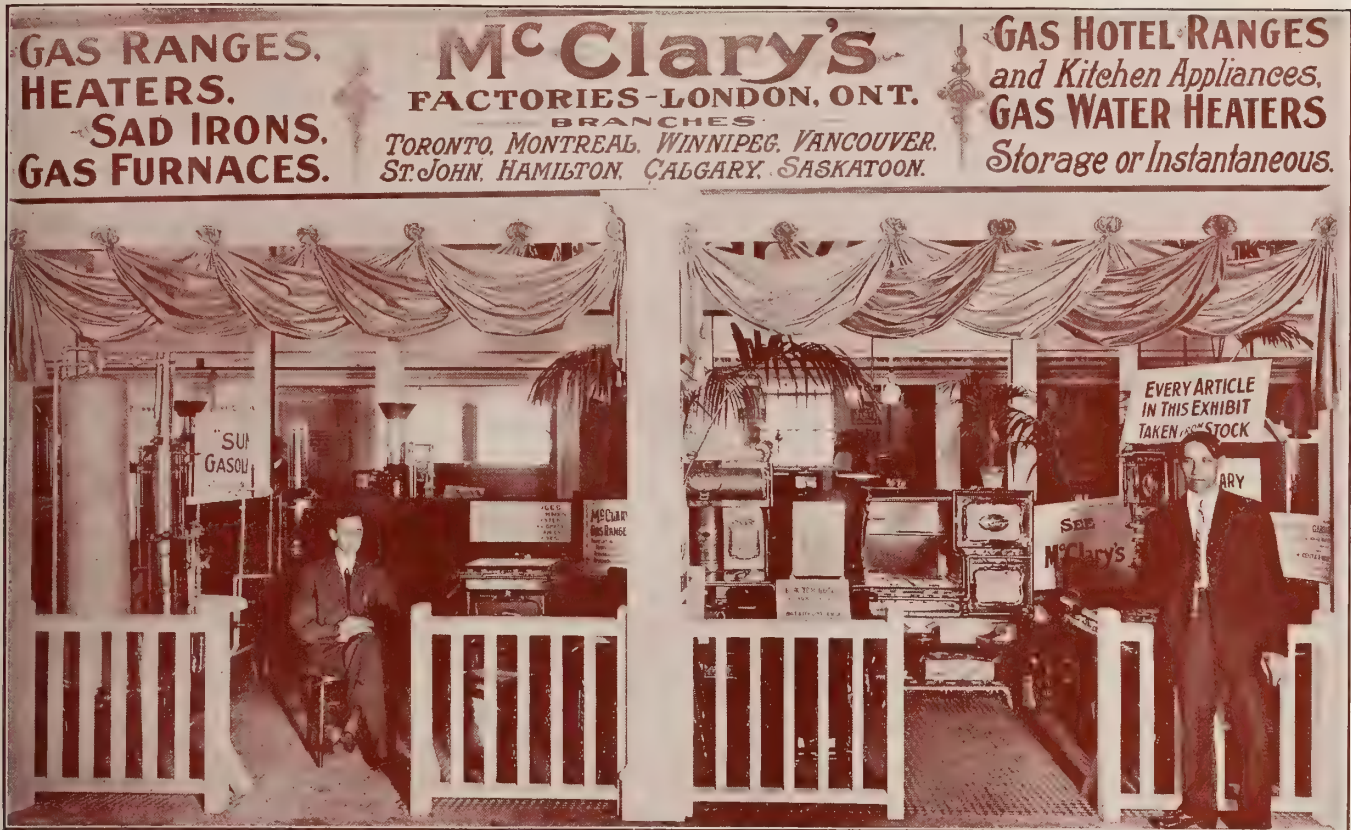
children are confined in a room for hours at a time, their health would soon be ruined if the same air had to be breathed all day. Science has shown that impure air is as certain a poison as carbolic acid, although, certainly, not quite so sudden.

With the Pease steam heater this difficulty is largely overcome, and during the past year a large number of schools, asylums and other large institutions have installed the system. This heater burns only a small quantity of fuel and at the same time sends a supply of pure air to every room in the building. Testimonial letters, certifying as to the value of this heater, have been received from superintendents of institutions all over the province. Prof. Wright, of the School of Practical Science, Toronto, recently made a test of the heater and his report shows that it is invaluable for large buildings where fresh air is desired (and it is always desired).

The business done by the Pease Foundry Co., Limited, during the past year has broken all records. Never before in the history of the firm have orders

This move on the part of the Pease firm shows the rapid strides the furnace trade is making throughout the Dominion. Never were the prospects brighter for the wide-awake dealer who will handle a good line of furnaces and get out after the trade. Where country people formerly were satisfied with having a kitchen range and one or two heaters to warm the house, now they want just the same facilities as the city people and there are few up-to-date farmers who have not now installed the best furnaces in their homes.

In connection with their system of heating schools and other institutions, the Pease Company has gotten out a neat and attractive booklet entitled "The Most Important Lesson," which gives a few salient facts on proper heating and ventilation. It is exceptionally well gotten up and shows the necessity of having pure, fresh air and how same can be obtained. It is a book which every hardware dealer, stove man and tinsmith should have. A copy will be sent, free of charge, to any dealer making the request. Write to the firm's nearest branch at Toronto Winnipeg or Vancouver.



Canadian National Exhibition—Gas goods shown by McClary Manufacturing Company, London.

SUNSHINE FURNACES AND PANDORA RANGES.

The exhibit of the McClary Manufacturing Co., London, Ont., at the entrance to the Stove Building, was of great interest to tinsmiths, who viewed with interest the new trunk system of heating by David Millar, 107 Church St., Toronto, McClary's representative. This is a system perfected by Mr. Millar on the "Sunshine" furnace, and more information may be obtained by writing him.

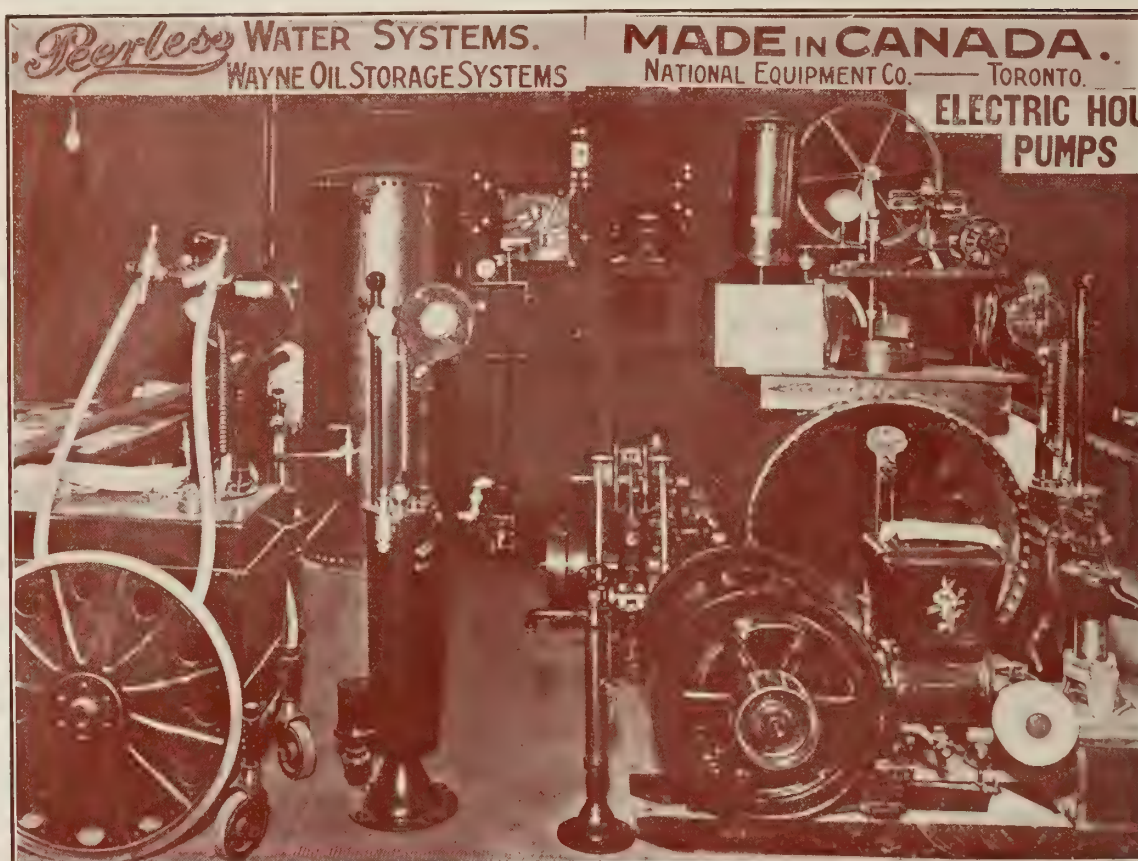
Besides the "Sunshine" and "Radium" furnaces, a full line of the company's stoves and ranges was shown.

No improvements have been made on any of these goods during the past year, this being thought unnecessary. The "Pandora" steel range is as big a favorite as ever, as was evidenced by the many words of praise heard outside the booth.

McClary's also had a large exhibit of gas stoves and ranges in the new gas building. Many changes have been made in their gas line. The patterns have been entirely changed and the firm is now turning out all new styles. Many new lines have been added and a large number of these were shown in the display.



Canadian National Exhibition—Furnace-Stove Exhibit made by McClary Manufacturing Co.



Canadian National Exhibition—Oil and Water Pumps shown by National Equipment Co., Toronto.

WAYNE OIL PUMPS.

Peerless water systems and Wayne oil storage outfits were exhibited by the National Equipment Co., 21 Lombard St., Toronto, in Machinery Hall. A complete line of self-measuring pumps and tanks for gasoline, kerosene, lubricating oils, paints, oil and varnishes is manufactured by this company. During the past couple of year, the Wayne oil systems have been introduced and have won favor amongst all who have used them. Wayne underground storage tanks are constructed of the best galvanized steel or steel plates securely riveted and tested with air at high pressure, thus making them absolutely non-leakable. They are furnished in any capacity from one barrel up to 20 barrels, and are fitted with pumps to suit the purposes required.

Hardware merchants visiting the exhibition were most interested in the oil storage outfits for stores and the portable outfits for the sale of gasoline to automobiles. The self-measuring pumps are supplied for any capacity desired from $\frac{1}{4}$ pint up to five gallons and the tanks can be located in a safe place outside the building, thus reducing fire insurance rates to a minimum. These savings in reduced fire rates and in the giving of exact measure without loss resulting from drippings is sufficient to soon cover the cost of the installation of the outfit.

There is an increasing business for hardwaremen who handle oils and gasoline in this up-to-date manner, and as all Wayne outfits are thoroughly guaranteed and are listed by the consulting board of engineers of the National Board of Fire Underwriters, Wayne oil storage outfits are certain to become into more general use.

Peerless Water Service Systems were also exhibited

by the National Equipment Co., and in districts where summer residences are located or where farmers or village residents are spending money to equip their residences with the most modern conveniences, hardwaremen can secure many orders for water service systems, the water being pumped from lakes or wells by gasoline engines, electric motors, or hand power. The systems are automatic, working under air pressure, and are intended to supply hard or soft water for domestic purposes or for use in supplying barns or for prevention against fire.

Peerless Silent Electric House pump is the last word in power equipment for domestic water service systems. The 300 series pump will deliver about 125 gallons per hour against a maximum pressure of 40 lbs. and its operation can be made absolutely automatic. The construction of the 300 series pump is unique in that it has a double acting discharge and contains only two valves, while the entire interior mechanism, including piston rod, plunger, both valves and valve seats can be removed by simply unscrewing two threads. Peerless water systems include pumping machinery up to 100,000 gallons per hour, engines, motors, pneumatic tanks from 100 gallons to 40,000 gallons capacity, auto switches, valves, piping, etc., necessary to complete any kind of a system. Electric connections for the 300 series pump can be made to an ordinary lamp socket. The National Equipment Co. will be pleased to answer any enquiries regarding oil storage or water service systems, and merchants, etc., intending to figure on jobs where outfits are required are requested to send for printed matter describing the systems desired. The National Equipment Co. manufacture an outfit of every type and size for every requirement.

AYLMER SCALES AND PUMPS.

The Aylmer Pump & Scale Co., Aylmer, Ont., had a display under the grand stand which was of particular interest to hardware and implement dealers as well as to the thousands of farmers who visited the Exhibition.

"A better location and a better exhibit each year," is the aim of the Aylmer company, whose representatives, Mr. Ferrier (Western Ontario), and Mr. James (Eastern Ontario), were on hand to meet the visitors from many districts. Mr. Glover, manager of the company, also spent a couple of days at the display.

Since taking over the business of the Aylmer Iron Works Co., nearly five years ago, the Aylmer Pump & Scale Co. has made steady progress and their products are widely and favorably known. Their lines of pumps and fittings have many points of merit, which make them fast sellers with an increasing number of dealers.

The range of pumps shown, as will be seen by the illustration, included numerous types for various purposes. Double cylinder and single cylinder pumps, for use with windmills and gasoline engines, "anti-freezing" force and lift pumps for hand use, heavy stock pumps and small cistern pumps were inspected by many who recognized their utility for the special work for which they are intended.

In spray pumps the Aylmer Pump & Scale Co. manufacture various outfits, their pump having won several awards of merit at exhibitions in Europe and America.

In counter, truck and platform scales there was also a varied display, the farmers three-wheeled wagon and truck scale, with a capacity of 2,000 pounds, be-

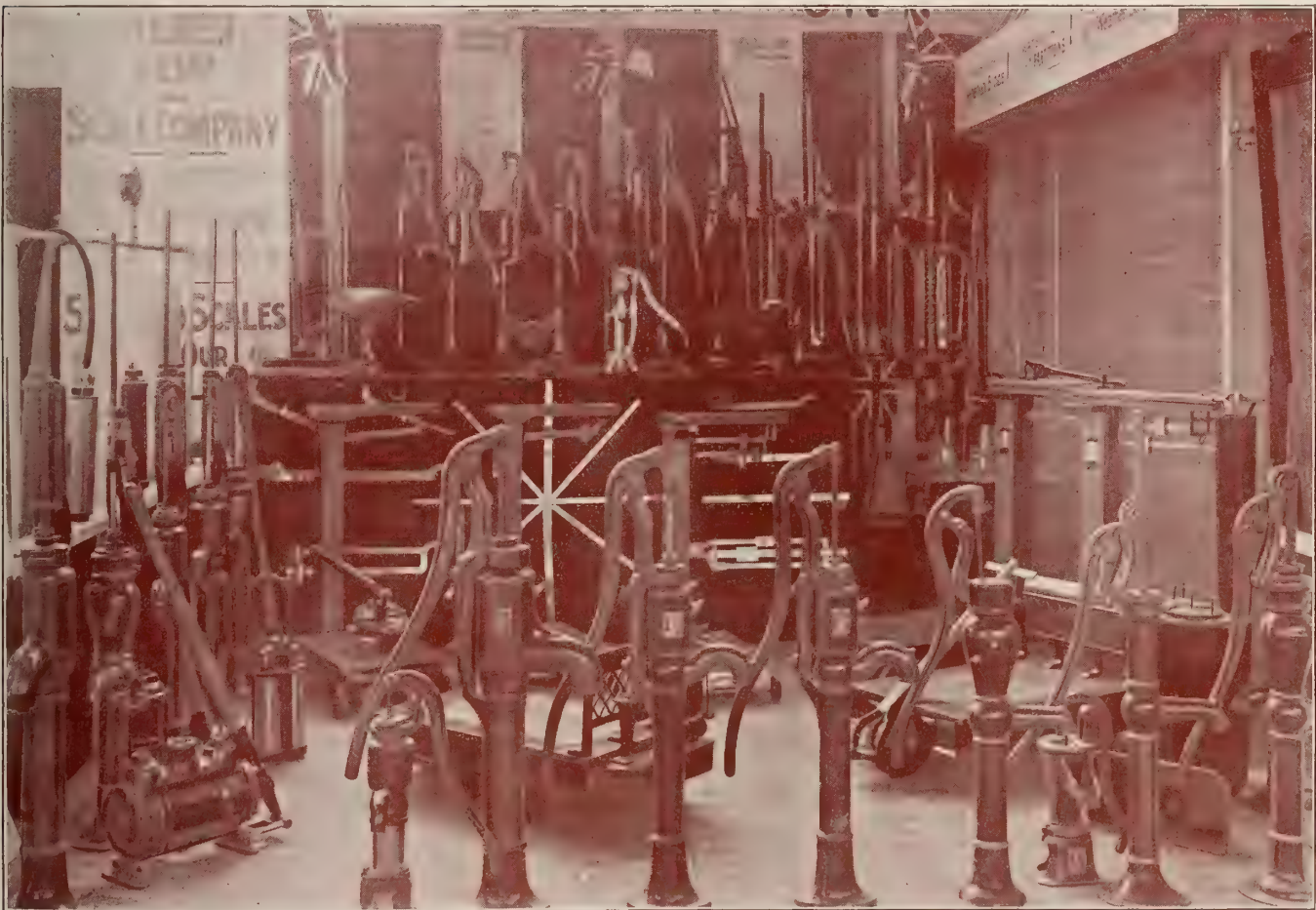
ing one of the leaders. Portable platform scales for ware house or farmers' use were also shown in several styles. The Aylmer 5-ton Pitless scale, with a platform only eight inches above the ground, was not shown on account of lack of space, but is one of the most up-to-date in Canada.

Scales for use in dairys, confectionery and grocery stores, also beam scales for butchers, cheese buyers or wagon peddlers, were shown in the display, of high quality of manufacture, the company's aim being to produce the very best line of goods from the highest grade of materials. Their reputation along this line is long established and is one of their greatest business assets.

A new line shown was a tank heater made on the down draft principle, the heater being set into a tank and a small fire maintained to keep the water in the tank from freezing. These tank heaters are now largely used in Western Canada by ranchers and stockmen.

Catalogues illustrating their full line of pumps and scales will be sent to any hardware dealer on request, and customers can be assured of prompt attention to any inquiries.

Ontario Lantern & Lamp Co., Hamilton, made a joint exhibit with the Canadian Tungsten Lamp Co., they showing many beautiful electric lighting fixtures lighted by the Kolloid-Wolfram tungsten lamps which give a beautiful white light. Show cases were used to display all the various shapes and types of lamps manufactured.



Canadian National Exhibition—Large line shown by the Aylmer Pump and Scale Company, Aylmer, Ont.

MEAKINS' FINE BRUSHES.

Meakins & Sons, Hamilton, had on display a large stuffed figure of a Russian wild boar from which animal they secure the fine quality of bristles used in the manufacture of their highest quality brushes. Their line of fine tools in badger, bear and ox hair varnish brushes, also camel hair color brushes and mottlers, are considered the acme of perfection by finishers and users in all parts of Canada.

Meakins & Sons brushes are always standard quality. Their high-grade kalsomine, peerless, stirring and perfection are decorators' favorites for, although a good quality of long bristles are becoming more difficult to obtain, these lines have been kept right up to their original weight. The daisy oval varnish brush has, they claim, no superior as a perfect working brush for painters' and decorators' use. They also make a full line of solid center brushes with steel compressed ferrules.

In household brushes Meakins & Sons have not overlooked any brush that will add to the comfort and convenience of the housewife.

Hair brooms in large variety are manufactured, this being a splendid line for the house furnishing and hardware trade, being in increasing demand in the better grades for use on fine floors along with waxing brushes for hardwood floors and borders. Included in this line are also hand and banister brushes, wall and cornice brushes, radiator and furnace brushes, bottle, fruit jar and cream separator brushes, and all styles of kitchen brushes. Great interest was manifested in this line.

In corn brooms and whisks the Meakins standard are the perfection, peerless and paragon brooms, all guaranteed makes. Horse brushes are also manufactured in every style and quality, also stable brooms and steel brushes for every purpose. Other specialties shown included cocoa mats of various designs, apple pickers' baskets and a full line of woodenware.

Meakins & Sons were established 1852 and are the

pioneer brush manufacturers of Canada. They have a diploma secured from the exhibition at the Crystal Palace, London, England, more than half a century ago, the diploma bearing the name of Prince Albert consort of Queen Victoria.

RE-NU-ALL FURNITURE POLISH.

"Re-Nu-All" wood polish, manufactured by the Canadian Wood Polish Co., Hamilton, Ont., had an elaborate display of their product in the Manufacturers' Annex under the grand stand. Demonstrations were held and samples given out, which made the booth a centre of interest from the time the gates were open till orders came to close at night.

This polish contains no substances which will injure furniture in any way, and the makers claim that it does not require to be used as often as other makes. It can be used on any kind of woodwork, including hardwood floors, pantisote, leather, linoleum, oil cloth, pianos, porcelain sinks and baths, automobile bodies, and for many other uses.

The manufacturers are conducting an extensive advertising campaign to help the dealer. This product comes in cardboard cartons and retails at 25 cents a bottle. In each carton is placed a list showing several pieces of cut glass and on top of each carton is a coupon. For the return of four of these coupons (\$1 worth of Re-nu-all) and \$1.25 in cash, a householder is entitled to any piece of cut glass listed. Or they make another offer that for \$6 worth of coupons (24 bottles) they will send any piece of cut glass free. These facts were brought to the attention of thousands of people during the two weeks of the Fair. Samples of the cut glass given away were shown on a table in the centre of the booth and much interest was aroused in the general public. With a premium scheme such as this, sales cannot help but result.

H. B. Bagot, the company's representative, was in charge of the display.



Canadian National Exhibition—Wide Line of Brushes shown by Meakins & Sons, Hamilton

DOMESTIC SPECIALTY COMPANY'S DISPLAY.

The many lines of polishes manufactured by the Domestic Specialty Co., Hamilton, Ont., were shown in an excellent display in the Industrial Building. This firm manufactures polishes for all uses, including various metals, silver, furniture, shoe polish, stove polish, pipe enamel, aluminum, paint, varnish, polish and finishes for harness.

Demonstrations of work that can be done with these lines were held during the two weeks of the Fair and attracted large crowds each day.

Veribrite Venoil was featured. This is an excellent furniture polish made for use on all kinds of wood-work, from a piano to a chair. It cleans and polishes



Canadian National Exhibition—Display of Domestic Specialty Co., Hamilton.

to the best advantage and is excellent for dusting purposes.

The line of most interest to hardware men, however, was their Satin Gloss harness dressing. This is too well known to dwell upon to any extent, except to say that the manufacturers report that their sales on this line during the past year have gone beyond all expectations.

Many a gold watch was brightened up with Ideal Silver Cream. This is a vegetable preparation and used for cleaning silver or gold, with positive assurance that it will not scratch. It is put up in 25 and 50 cent sizes.

Running along the front of the booth was a thick brass rod and this was polished several times daily to demonstrate the good points of "Klondike" metal polish, a product made for polishing brass and other metals.

"Ideal" leather polish and various brands of shoe polish also were shown. Two handsome electric light globes outside the booth bore an advertisement calling attention to "Staon" shoe polish.

OTHER DISPLAYS OF INTEREST.

Burrow, Stewart & Milne, Hamilton, made a large display of kitchen ranges, base burners and oak stoves, and upheld their old-time reputation of being one of the leading stove manufacturing concerns in Canada. Their Royal Jewel range was one of their leaders, it being shown along with their Electric Jewel, Dominion Jewel, Social Jewel and other members of the Jewel family of kitchen ranges. The Quebec Jewel heater and the Jewel laundry stove were also exhibited with two sizes of the Jewel warm air furnace.

Clare Bros., Preston, had a striking-looking kitchen range on exhibit, it being finished in burnished copper for show purposes. The Peninsular line of steel and cast iron ranges was shown in great varieties together with several styles of cast iron kitchen stoves. An extensive line of Peninsular base burners and oak stoves were included in the display together with various sizes of the Hecla and Empress hot air furnaces and a full line of Dominion hot air registers.

Canadian Heating & Ventilating Co., Owen Sound, made an exceedingly neat display this year arranged with a background of Empire steel, Empire Queen and Chinook ranges, separated by columns made up of Moorish and Empire special wall registers and faces. On the platform below was shown a wide range of steel and cast iron ranges, oak stoves and Quebec heaters, included also being samples of their well-known Empire King furnace. The display exceeded, in appearance and variety, any previously made by this company and was very creditable to the company and their Ontario representative, Mr. Filsinger.

C. Norsworthy Co., St. Thomas, in their exhibit this year featured their leader, the Canadian Howard Double Radiator Warm Air furnace. They also showed the Howard hot water boiler and their new hot air furnace, the Summit low down, the special features of which are the extra large fire door, the combustion chamber, full sized fire pot, the extra large air space, the revertable flue in radiator and the direct and automatic gas damper. **Hamilton & Stott, St. Thomas,** who are associated with the Norsworthy Co., exhibited their well-known lines of Jones sidewall registers in the Canadian Howard furnace display.

Galt Stove & Furnace Co., Galt, made a very nice display of their various products. The Banner Chief-tan, their high-class steel range, occupied the center, while on the side were two types of the new Perfect and Economy steel ranges, an ideal range for a cheap class of trade. The Art Banner and Sterling Banner cast ranges and Banner oak stoves and the Banner furnace were also shown together with the Majestic coal chute which has become a very popular seller.

Northern Aluminum Co., Toronto, had a very attractive showing of their extensive line of "Wear-Ever" aluminum cooking utensils, the goods being shown on a black background with hidden lights, showing them up most attractively. For ideas in management of kitchen utensils in window and store displays, this booth contained many practical suggestions. A gas plate was also connected up on the counter for demonstration purposes.

Hall Zryd Foundry Co., Hespeler, exhibited their line of Pilot steel and cast iron ranges in various models. Three sizes of Pilot Brilliant stoves were shown and two sizes of Quebec heaters mounted on feet and having one and two hole cooking plates on the top. Samples of their Pilot Success and Superior furnaces were also shown.

Percival Plow & Stove Co., Merrickville, exhibited their "Colonial" line of ranges and Imperial base burn-

ing oaks as well as a couple of sizes of Quebec heaters. The feature of their exhibit was their three-in-one Colonial coal and wood range with three hole gas burner and oven extension, a range which during the past year has proved to be a very satisfactory seller.

D. Moore Co., Hamilton, maintained their reputation as having one of the finest stove displays at the exhibition.

Supreme Heating Co., Welland, made a larger display than in previous years, adjoining one of the entrances to the stove building, featuring various styles of their Supreme steel ranges and Modern Renown cast ranges. A new line shown was their Supreme oak stove, fitted with their patent triangular shell bar grate.

Harriston Stove Co., Harriston, occupied their usual position on one of the most prominent corners in the stove building, they making a handsome display of their Royal line of stoves and ranges. Included in the display were also samples of the Royal oak stoves in various sizes and Marvel cast steel range.

Lowe Bros., Toronto, paint makers and varnish makers, occupied a very striking booth in the Industrial building, featuring panels demonstrating the duty and artistic features of their Mellotone flat wall finish. These panels were arranged around the booth with a neat arrangement of colored sample paddles showing the varied line of paint and varnish products. A window display cut-out was shown in the center of the booth and on the walls a unique arrangement of cans suspended on neat wall brackets graduated upward from the front of the booth. The decoration of the booth was completed by the use of a number of electric globes showing the "H. S." trade mark.

Glidden Varnish Co., Toronto, constructed a new booth this year and decorated it with their own line of water proof flat varnishes. Samples of Jap-a-lac, green label varnishes and several Glidden products were shown in the display together with samples of the effective window trims which helped to create a large volume of Jap-a-lac business for hardware merchants throughout Canada this year. Demonstrators were also present to show the ease with which any house-holder can use Jap-a-lac in varnishing floors and wood-work and the demonstration attracted large crowds each day.

A. Ramsay & Son Co., Montreal, made a display which was particularly interesting to country folks. On a mounted floor of real grass, a miniature cottage, stable, barn, silo, windmill and flag pole, was laid out, a sign being suspended above bearing the words "Painted with Ramsay's Paint." The whole arrangement is well suited for a paint window display in spring time, the miniature buildings being lighted inside and the windmill being operated by a draft of air created by an electric fan, a similar fan being utilized to keep the flag on the flag pole constantly in motion.

Erie Iron Works, St. Thomas, featured in their exhibit two lines of particular interest to hardwaremen, one being their adjustable water lawn roller, a steel tank into which water is squirted from a lawn hose when desired, and the other new line is their steel tray wheelbarrows.

Brantford Roofing Co., Brantford, erected a model building on the exhibition grounds this year, it being floored and roofed with Brantford asphalt roofing. The interior was walled with rolls of their various products while on the spacious verandah, sample rolls of Brantford Rubber roofing, Brantford Asphalt roofing, Brantford Crystal roofing, Mohawk roofing, Branco roofing,

and Climax insulating paper, were shown. A unique demonstration of the good quality of Brantford roofing was made in front of the building, tanks being constructed by folding the roofing into the form of boxes, held together with straps on the top. These tanks were filled with water and proved that the roofing is waterproof.

Canadian H. W. Johns-Manville Co., Toronto, had a booth in the form of a small building on which asbestos roofing was used. Small miniature buildings for window display, lighted inside and covered with asbestos roofing were also shown. An interesting feature of the exhibit was the fire test being constantly made on a sheet of asbestos roofing, a flame from a blow torch being poured constantly against the asbestos without causing it to show any apparent results. The booth was lighted by the "linolite" system used for show window and show case illumination.

Gendron Manufacturing Co., Toronto, showed several new lines in their exhibit in addition to their well-known makes of children's go-carts, dolls' carriages, sleds, boys' automobiles, express wagons, invalid chairs, rattan furniture, mirrors, bath cabinets and bathroom fixtures. The new line which attracted most attention was the pedestal table lamp of rattan, handsomely decorated and lighted with electric globes. For living rooms, verandahs and dens, these lamps are certain to be in big demand. A new club arm chair made of rattan with receptacles for ash tray, drinking glass and books also attracted much favorable comment.

Barnett Manufacturing Co., Renfrew, exhibited a large line of store and house refrigerators. Their line has won great popularity with the hardware trade on account of their excellent selling qualities, they being known as the refrigerator that breathes.

S. F. Bowser and Co., Toronto, manufacturers of oil storage systems, exhibited their various styles of tanks and pumps used by merchants, manufacturers, automobile owners, etc., in economically taking care of the oils handled in their various businesses. The Bowser exhibit was the center of attraction for hardwaremen who like to keep in touch with the most up-to-date methods of preventing waste and keeping down fire insurance costs.

Carborundum Co., Niagara Falls, N.Y., had two displays, one for manufacturers in the Machinery Hall and another for merchants and consumers in the Industrial building. In the latter display, a full line of razor hones, razor strops, grinders and other abrasives was shown. Sample cases window trims, and other selling helps were also included.

Commer-Dowswell, Limited, Hamilton, demonstrated their water motor washing machines to crowds of people every day. Two machines were connected up to ordinary city water taps and the ease with which they kept in operation while cleansing tubs of clothes caused large numbers to leave orders for these increasingly popular machines.

Auto Strop Safety Razor Co., Toronto, demonstrated their razors and several of their new automatic window displays in a booth in the Manufacturers' Building.

Hamilton Whip Co., Hamilton, displayed several hundred samples of horse whips and lashes, their line being sold quite extensively by hardware retailers.

American Woodenware Co., Toledo, Ohio, exhibited a line of electric, water and hand power washing machines, churns and wooden flower pots.

Steel Trough and Machine Co., Tweed, displayed their line of sanitary closets, sanitary lavatories, steel tanks and steel troughs.

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Good Fall Trade Outlook.

That Canada is entering upon the Fall trade campaign with prospects as bright, if not more so, than in the beginning of the year, must be patent to everyone.

It is true that some anxiety has been felt during the past few weeks regarding the crops in the West, but at the time of writing weather conditions are much more favorable to harvesting, and while damage has been done and more may be done before threshing is over, there is little doubt about the crop being a record one. There are approximately two million acres more under cultivation than there was last year, and the value of the various grains is estimated between \$290,000,000 and \$300,000,000.

In Ontario the grain crops have been damaged, but with live stock, and hay, root and fruit crops, and the dairying industry in fair to excellent condition, the farmers of that province are assured of a good return for their efforts.

As to the present condition of business no better guarantee can be found than the railway, banking and clearing house returns. These all show from week to week and month to month substantial increases over the corresponding periods of last year. The clearing house returns show, with almost extraordinary uniformity, an increase of 25 per cent. each week over the same time a year ago. Among the railways the weekly increase in the earnings of the Canadian Pacific are running to over \$400,000.

The money market is naturally tightening at this time of the year, but that, of course, is the experience of every Fall. The banks, however, have more money at their command than ever before, and it is significant that the increase in deposits is approximately the same as that in the commercial loans, while the notes in circulation are 7.6 per cent. larger than a year ago.

Turning to the foreign trade of the country the conditions are also gratifying. The returns for the first two months of the fiscal year, which are the latest available, show that in imports there is an increase of 139 per cent. and in exports of 80 per cent. compared with the same period of 1911.

Other contributing factors to the prosperity of the country are the large sums of money that are being expended in railway construction and betterment and the influx of immigrants with their, in the aggregate, many millions of dollars.

Every dollar saved by taking your discounts is a dollar earned.

Orders for Fall Goods.

That there will be a repetition of the car shortage that was experienced last Fall there is no doubt. Although the railway companies have at their disposal a great many more locomotives and cars than a year ago, it must be remembered that the requirements of the country are a great deal larger than they were then, both in regard to merchandise and the various products of the farm.

We have for some time been urging retail dealers throughout Canada to place their orders early and accept delivery forthwith of seasonable Fall lines, and particularly such lines as stoves and furnaces. Many have acted upon the suggestion. Those who have not should do so immediately. One thing is certain, the longer it is delayed the smaller will be their chances of having their goods in stock when they are most wanted.

Perseverance is a good thing for merchants as well as for saints.

A New Parcel Post System.

There is now no longer any question in regard to a new parcel post system in the United States. After many months' discussion both houses of Congress have decided upon a measure, and the new law will go into effect at the beginning of next year.

Although greatly extending the old the new system is not what its original promoters designed it should be. What was designed was a system that would provide a flat rate for all parts of the country. Instead of this the measure as enacted divides the United States into eight zones with rates running from 5c. for the first pound and 3c. for each additional pound within the first zone to 12c. for the first pound and 12c. for each additional pound in the eighth zone. In

weight a parcel must not exceed eleven pounds nor in size seventy-two inches in length and girth combined.

That the new system is disappointing to the mail order firms is obvious, they being particularly desirous of obtaining a flat rate that would apply to the whole country irrespective of distance to be covered.

To the fight which the retail merchants of the United States have put up may unhesitatingly be ascribed the failure of the promoters of the system to carry out their original intention. That the mail order houses will endeavor from time to time to secure amendments to the Act may be taken for granted.

The new parcel post system which the United States has adopted is not without passing interest to the merchants of Canada. And the fact that the system which will go into effect in the neighboring Republic on January 1 has been deprived of at least some of its most objectionable features is encouraging to retail merchants in Canada. It will immensely strengthen their position.

In Canada we have not to-day, strictly speaking, a parcel post system; but we have what is termed a merchandise rate of 1c. per ounce or 16c. per pound. In weight no package must exceed 5 pounds, nor in size 30 inches in length by 1 foot in width or depth.

It is quite apparent that the new parcel post system in the United States, modified and all as it has been, is much more favorable to the mail order houses than the Canadian merchandise rate. We may therefore expect to see a resumption of the agitation in this country before a great while.

The duty of retail merchants who are opposed to the inauguration of rates more favorable to the mail order houses is obvious.

*He is a wise merchant who keeps his business
"on the go."*

Increased Imports of Hardware and Metals.

The active demand which the country is experiencing for hardware and allied lines is reflected in the trade returns for the first two months of the fiscal year, which are recently to hand.

In practically all lines sold by hardware and metal dealers there is a material increase compared with the same period a year ago.

One of the most outstanding increases is in galvanized sheets and Canada plates, there being a gain of nearly half a million dollars in the period named. Under the hardware classification there was a gain of nearly \$40,000. "Locks of all kinds" increased about \$13,000. Nails and spikes increased three-fold. Cutlery imports jumped \$33,000.

The increase in the importation of stoves is quite significant. It amounts approximately to 37 per cent.

The imports of holloware more than doubled, nickel-plated ware increased \$60,000, and tin and manufacturers thereof show a gain of \$556,000.

Imports of gas, oil and electric fixtures increased from \$84,092 to \$108,713, and lamps and lanterns of various descriptions from \$136,414 to \$245,000.

The total imports of iron, steel, metals and manufactures thereof during the two months were \$22,931,451, an increase of nearly 47 per cent. compared with the same period last year.

Another significant feature of the returns is that the increases are as a rule more marked in the imports from the United States than from any other country.

Business Honesty.

A worthy example of business integrity occurred last month when many Ontario hardware manufacturers received cheques from W. E. Lachance, a former hardwareman who is now a successful contractor in Hamilton. Mr. LaChance failed in business a few years ago and a liquidator divided his estate amongst his creditors. The matter was legally closed, but Mr. LaChance felt the moral obligation and has now paid his debts in full.

A similar case occurred in Toronto last year when Mr. Sanderson Pearey sent cheques for considerable sums for balances unpaid when his estate was liquidated about twenty years ago following his business suspension resulting from losses sustained during the hard times of the early nineties. All legal obligations were adjusted but as soon as fortune again favored him he determined to pay off every old balance. It meant a big sum in the aggregate, but Mr. Pearey saw that every former creditor received a hundred cents on his old claim.

In Pittsburg there is a monument upon which there is this inscription: "Erected in honor of — in his lifetime." Too often kind words are left for to be said after the deserving person has passed out of this life. Canadian Hardware, however, is pleased to be able to refer to the two instances quoted of men to whom "a clean sheet" is worth more than an overflowing pocketbook.

*If we don't learn by experience we'll never
learn by any other method.*

Cultivate the Farmer.

It pays to cultivate the farmer. As a class there is probably none more prosperous in Canada to-day. And there is no class that respond more quickly to the influence of advertising. This has been proved over and over again by actual tests.

But hardwaremen should show the farmer that they are not only interested in securing his business. There are many problems with which the farmers of the country are obsessed.

One of their chief problems relates to transportation. They want better country roads and better and cheaper freight accommodation.

These are problems which also concern hardwaremen. By showing their sympathy with the farmer they are, therefore, helping themselves in a two-fold sense. First, by securing better and cheaper transportation, and, secondly by getting the farmers' good will, which counts a great deal in business getting.

The hardwareman who studies ways and means of ingratiating himself with the farmers in his neighborhood will discover many ways whereby he can do so.

He who stands in with the farmer will get much of his trade. And he will get it easier, for the advertising and business getting methods generally of the hardwareman who has the good will of the farmer will naturally have greater influence upon him than would otherwise be the case.

We must depend on the trade press for the information that keeps us posted in regard to changes in conditions, and it is they who must champion our causes. They have been a power in preaching the gospel of organization and we trust that in the future as in the past we shall have the assistance and encouragement that has so materially helped us to make the organization what it is to-day. To the boys of the trade press we bow grateful acknowledgment of their services.—
John A. Green.

Business and Store Management

Net Prices vs. List Prices

By Frederic W. Gardner

Many years ago it was customary amongst the larger manufacturers to issue a price list, which was intended to represent the average retail prices of the goods, and then quote a discount of say 30 per cent., which gave the merchant 40 per cent. gross profit, with an allowance of about 5 per cent. for freight and breakage.

Traveling men in those days made the strong point that theirs were profitable goods to handle, and made much of the liberal discount made by them from what was made to appear as the established retail price.

Very soon the "price-cutter" commenced to make an "extra" 2½ per cent. or 5 per cent. additional discount; arranged their lists so that these "extra discounts" did not cut into their profits, and soon the bewildered merchant became a "discount chaser," with the result that he soon learned that "discounts" were merely a deceptive myth, and no intelligent merchant of to-day can longer be gulled into the belief that "discounts" cut any figure; in proof of which it is well known that houses whose lists are arranged so as to give 60-10-10 and 5 and 2, are not doing as much business as houses whose prices are net.

There are certain difficulties surrounding a net price list, which are difficult to overcome, but they are not nearly so difficult as the "time-taking" and annoying figuring of discounts. Hardware merchants who sell stoves are so surfeited with "discounts" of all kinds, that they welcome the quotation of a net price. Furniture merchants are not used to "discounts" and have no time to figure them, or patience with them.

The theory that discounts blind competitors to actual prices is ridiculous, as any manufacturer can, in these days, obtain the net prices of any of his competitors as easily as he can get his discounts.

One objection to printing net prices is, that they might be seen by consumers, but this objection is very easily overcome.

I do not believe in uniform discounts, but I do believe in prices which are the easiest and quickest to get at, and I therefore favor either net prices, one-half off (or 50 per cent. discount), or the establishment of an average retail price, with such a discount as would afford the merchant a reasonable retail profit.

Excessive or "extraordinary" discounts have outlived their usefulness, and no merchant deserving of credit can be longer deceived by them.

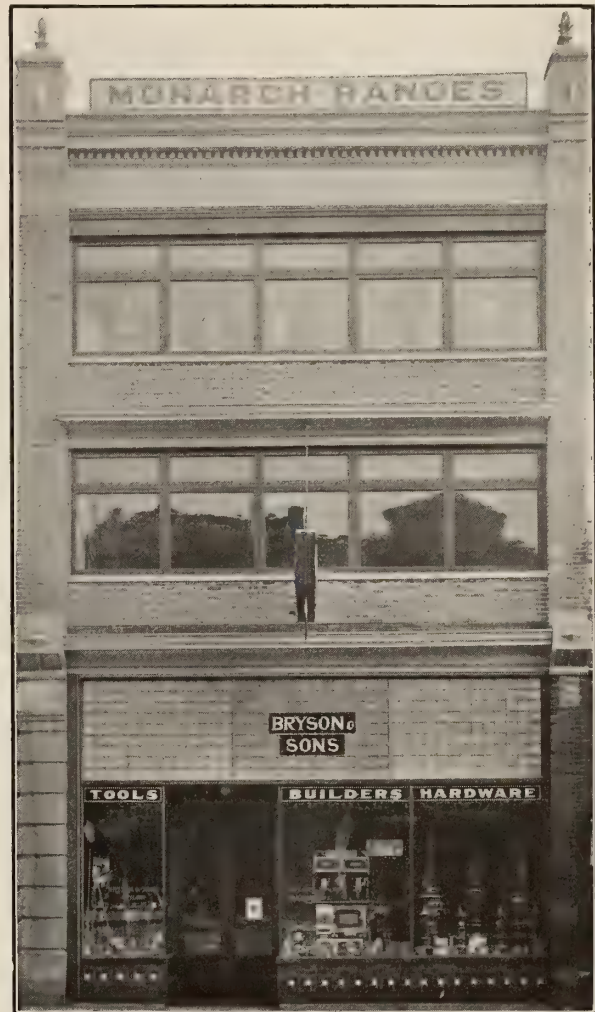
A START IN BUSINESS WITH \$800.

"I started in the hardware business with an \$800 stock. That sum represented several years' savings, and, accordingly, loomed large in my estimation. Before ordering, I feared that the store I had rented would be unable to accommodate so many dollars' worth of merchandise. But, when the goods came, the shelves swallowed them with one greedy gulp, and—begged for more.

"Then desperation bred the art of spreading out the stock, this way and that way—any way to take up the

most room. Boxes were broken and the contents scattered about. At intervals, an especially blank space was covered with heaps of nails. Stacks of empty cartons gave an impression of a generous reserve.

"I rapidly grew proficient as a space filler. Arrangement of stock was controlled, not by lines, but by the necessity of making a good showing, which, as I then



An attractive store front of Bryson & Sons, New Westminster. Note the striking effect of the upper windows.

saw it, demanded that the public estimate my investment at \$2,400, instead of \$800.

"Whether I bluffed many people, is a question, but I do know that this arrangement, or, rather, mixture of merchandise often proved confusing to my own good judgment.

"Several times I was caught in the meshes of my own weaving, and soon found it impossible to state definitely, without a tedious search, whether or not an item asked for was in stock. At times I ordered goods of which I later found an adequate supply. The inability to tell when my purchase of an article was nearly exhausted, often left me gazing dejectedly after

a retreating customer, whose requirements I had been unable to satisfy.

"Yet, in spite of this, and because of the fact that years broadened the hardwareman's field, my business increased, and, necessarily, the amount of stock carried.

"Then contraction, instead of expansion, became the aim, and, yet, so thoroughly did I acquire the habit of scattering stock, and so quickly would a new clerk recognize that the boss required no semblance of a systematic arrangement, that, until last inventory, my ads might properly have read: 'Heaps of Hardware at Hawley's.'

"As a means of enlightenment, that inventory was a great success, but, so incredible did the results seem that I could only gaze dully at the figures.

"For once, I 'knew where I was at.'

"Thus began my conversion.

"And now, the clerk who clears the counter by placing the goods somewhere, with no regard for the system of the store, which took form during the troublesome times of inventory, is going to hear from 'The Old Man.'"

ROPE VALUES.

The apparent value of rope is in the price per pound, the real value is in the strength and length. Unfortunately these have no relation which is self-evident to the purchaser. He must independently compare them if he would determine just how much he is getting for his money. When he does he will find that the best rope proves to be the cheapest. The following results of a recent reliable test show this conclusively. The coils of rope of the same size (one-half inch diameter) were purchased in the same store, one, here designated as "A," was of the highest grade manila, the other, designated "B," was of an inferior grade, but called "manila," although selling for three cents less per pound. They were weighed, measured and tested for strength on a reliable testing machine with the following result:—

	"A"	"B"
Length of rope in coil	1,250 ft.	1,070 ft.
Weight of coil with lashings ...	97 lbs.	97 lbs.
Weight of lashings	1 lb.	3 lbs.
Price per pound	12 cts.	9 cts.
Comparative price per 100 ft. ..	93 cts.	82 cts.
Breaking strength	2,907 lbs.	1,450 lbs.
Compar. value ("A" worth 12c.)	12 cts.	5½ cts.

These figures are well worth the careful study of any one who buys even one dollar's worth of rope.

It will be seen that although the two ropes in the illustration were the same size and the coils weighed the same, coil "A" contained nearly two hundred feet more rope than "B." It will also be seen that while rope like "B" can be bought at three cents per pound less than "A," the actual cost of 100 feet is only eleven cents less.

The difference is better shown when we consider the most important quality of these ropes—the strength.

The figures indicate that "B," although much heavier, was less than one-half as strong. Assuming the value of "A" to be 12 cents per pound, a simple calculating shows that, taking into consideration weight and strength, the comparative value of "B" is only 5½ cents per pound. Or, to return to the original proposition, when high-grade rope like "A" can be bought for 12 cents per pound, every penny above 5½ cents per pound paid for rope like "B" is absolutely wasted.

Of course the same proportion holds good with the price of "A" higher or lower.

Actual figures might vary in other cases, but the results are typical of those always obtained in buying low-grade rope.

ABNER SERRILL LOSES AN OLD CUSTOMER.

"Mornin' Abner," shouted Farmer Blythe, as he hustled into Abner Serrill's store.

"Want a roll of chicken wire, some staples, four pound o' 10-penny nails and three rolls of roofin'. Got to patch the barn up again. 'Pears to me it's nothing but patch it up all the time."

"What kind o' roofin' will ye have, Silas?" said Abner. "I've got three or four kinds. Here's a lot I kin let ye have cheap. Got it at a special price like. If you want it I'll sell it to ye 10 cents cheaper."

The three rolls were purchased and the next day Farmer Blythe put in the entire morning laying it.

"Got to make her good and tight by harvest time," he said. "Can't afford to have any leaky roofs miledewing my hay and startin' any of these here spontaneous combustion fires, like Jeff Johnson's, next month two years ago. Funny thing how wet hay will get all het up and burst into flame. Certainly is."

The harvest was one of the best Silas Blythe had in years. The spacious barn was packed to the doors with the fruits of the field and the hay-loft was filled with tons of sweet-smelling hay.

The first week of October came in rainy. It rained for three days without letup. Then Farmer Blythe discovered something. His roofed leaked. An examination outside showed that the bargain lot of roofing had blistered and split so that it let the water in like a sieve. The pitch that had been in it was caked in little lumps on the outside.

"That's the dearest roofing I ever bought," said Farmer Blythe. "It'll jest cost me three days' time to take that hay out and dry it."

The next day Silas Blythe went into the village. He drove stiffly past Abner Serrill's store to the next block, where he stopped in front of a new store opened up several months back by an enterprising young fellow who seemed to be getting some of Abner's trade.

"Morning, young man," said Silas. "I want a roofing that won't leak, and I want the best kind you've got in the house. I don't want no bargain roofing, neither."

The young dealer smiled. He had had three similar complaints within the week from three of Abner Serrill's former customers.

"I have only one kind of ready roofing, Mr. Blythe," said the young dealer. "It doesn't cost any more than any other good roofing and only a few cents more than inferior grades, but it will be the cheapest in the long run because you won't have to repair it every year. Cheap roofing, on which I might possibly make more profit than I do on this brand, doesn't tempt me to sell it. I would lose more in the end because my customers wouldn't come back to me again."

"That's the kind of talk I like to hear, young man," said Farmer Blythe. "How is this roofing better than t'other kind?"

The young merchant started on an eloquent recital of the advantages possessed by his brand of roofing.

"Hold on, young man, I believe you have told me enough already. Just load me up a dozen rolls. I'll put it on all my buildings."

Deciding the Proper Selling Price

By M. Anderson, Atwater

I dare say that more failures have resulted from ignorance of the correct method of pricing goods than all other causes combined. You may perhaps think that this is a strong statement, but I will endeavor to prove my assertion by taking an invoice of ourselves and see how well we will succeed on this score.

If you thoroughly understand the correct method of marking your goods so that you can put a correct determined price (profit) on them, so that you can prove it to your own satisfaction, you will then have mastered the proposition. Because, if you can figure a profit in your business on this basis, and there is no other, you can rest assured that it is real and not imaginary.

To begin with, in order to be able to correctly price your goods, there is one law that cannot be violated, and that is you must know exactly what it costs you to do business. If you do not know your actual expenses, you cannot fix a determined profit because you have no base for accuracy. Your best efforts then will be only guess work, and you will have a guess price as well as profit, which usually disappears like ice in a July sun. If you are one of those that have been a little careless along this line, I would suggest starting right now to keep your expense account. Be more particular about that and see that every item of expense is charged to expense, including everything that belongs there, and thereby find out to a decimal fraction what it costs you to handle your goods. Apply the simple rule that I will illustrate to you, and I will guarantee results that will be satisfactory to you as well as your customers, because you then will know exactly what profit you are getting on your goods.

Know Your Expense Account.

I want to caution you in regard to your expense account. Be very particular and include everything that belongs there. Do not let sentiment get the best of you, for this will neither discount nor pay your bills. The following items usually constitute an expense account: Interest on the investment at a reasonable rate; salary for yourself equal to what you would get if working for others; clerk hire; taxes; store rent; insurance; postage; heat; light; fuel; drayage; advertising; depreciation on furniture and fixtures, stock and merchandise; and exchange of goods; loss in accounts; collection expense on your notes and accounts; stationery; legal advice; donations of all kinds, including merchandise on sales; dues to associations; expenses at conventions; extra help during the year; and any other expense in connection with the business.

Now, gentlemen, anyone that will apply to his business an expense account that will cover the items here enumerated, will soon have an accurate knowledge of what his business is doing for him. The one who ignores them will plod along in ignorance until it is too late and he finds calamity and failure upon him.

In regard to the cost of doing business, it is a well recognized fact that the limit for expense of any business that must be successful is 20 per cent. Therefore, it is to your advantage to see to it that your expense is below the amount here stated; the lower the better, of course, makes considerable difference as to the profits.

Before going into the details of marking goods, let me say that the old adage, "Let well enough alone," may have a very comfortable sound, but there is nothing in it which helps a man to get ahead. A great ma-

jority of merchants are satisfied with their business methods. If you were to tell them they are not making any money they would probably resent the statement.

A Case in Point.

Not long ago, I received, from a prominent merchant, a letter which so aptly fits the subject we are now discussing, that I must give you the details. This merchant was one of the satisfied class. He thought he was making money. He was content in the belief that he was going to have a good profit on the year's sales besides his salary, but he discovered that he had actually lost \$1,125.00 during the year, and this man knew to a certainty what it cost to do business.

He commenced the year doing a cash business, with \$1,100 in the bank, and stock of goods, \$3,450.00. He had no outstanding accounts. His accounts payable, \$550.00. Total assets, \$4,550.00. Liabilities, \$550.00. Net worth at the beginning of the year, \$4,000.00. His business for the year was \$40,600.00. His stock inventory at the end of the year was \$3,250.00. Cash in bank, \$600.00. Total, \$3,850.00. Owed for merchandise, \$975.00, leaving a net balance of \$2,875.00, against a \$4,000.00 at the beginning of the year, which left a deficit or loss of \$1,125.00. He had drawn nothing of the business but his salary of \$100.00 per month. He found that it cost him 22 per cent. to do business including his salary. He figured he should make a profit of 10 per cent., and marked all goods for that profit. He made purchases carefully, so that his stock would not pile up. He handled only such goods as he was able to move and could make a 10 per cent. profit on, but at the end of the year he found his inventory and bank accounts smaller, and his debts bigger. He had expected a profit above expenses of \$2,500.00. He thought he had that profit, but his statement shows that he lost \$1,125.00. Can you tell me the answer to this puzzle? To make 10 per cent. profit, what should be the selling price of an article that cost, delivered, \$2.25, with a business expense of 22 per cent?

Expense . . 22 per ct.
Profit . . . 10 per ct.

Total . . . 32 per ct.

100 per cent. less
32 per cent. exp. and profit

68 per cent. delivered cost

Divide the cost, \$2.25, by cost per cent., 68 per cent.:

.68) \$2.25 (3.31

204

210

204

60

68

\$3.31 is, therefore, the selling price.

His mistake is a very common one. He took his cost of doing business and his profit from a cost price, when he should have taken both from the selling price. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit as the following illustration will show. We will assume by way

of illustration that an article cost him \$2.25. His cost of doing business was 22 per cent., and it was desired to fix a price that would yield him a 10 per cent. profit. He added 32 per cent. to the cost price of the article, \$2.25, and thought he was adding 10 per cent. net profit. This article was sold for \$2.97, and he was content that he had expended 49½ cents for expenses, which is 22 per cent. on \$2.25, and 22½ cents for profit, which is 10 per cent. on \$2.25, or a total of 72 cents which he added to the \$2.25, making the selling price \$2.97, whereas he should have had a price of \$3.31.

His Method.

Here is my method for solving just such cases as this, but I want you merchants that are here now to figure the retail price on these three examples before we proceed any further.

An article cost 67 cents, cost of doing business 20 per cent., and you desire a profit of 50 per cent. What is the retail price? \$2.23.

An article cost \$9.42, cost of doing business 15 per cent., and you want a 15 per cent. profit. What is the retail price? \$13.47.

An article cost you \$2.13, cost of doing business 12 per cent., and you want a profit of 5 per cent. What is the retail price? \$2.56.

Now, if merchants in general would only take the necessary time to acquaint themselves with this method and apply the two rules here prescribed now—cost of doing business and a correct method of marking their goods—they would soon drop unprofitable lines. With these simple rules you can mark your goods with confidence and rest assured that if you would want to close out a line at 1, 2 or 3 per cent. profit, you would then know how and what price to put on it. Furthermore, a line of goods that cannot stand a small net profit when the proper and correct business rules are applied to it is a very good line to leave alone. You must have a profit, and the rules here applied show you the correct way and indicate your success.

Statistics prove that 94 per cent. of the retailers in business are failures. Therefore, only 6 per cent. are successful. Now, if my assertion is correct, and I believe that only a few are as yet able to determine the correct selling price of the goods, it is, therefore, not any wonder that the failures are so many. Statistics also tell us that the average investment in business is \$14,000.00. The average yearly sales, \$31,000.00. The average expense 18 per cent., and the average net profits 4½ per cent. This puts me in mind of the problem you gentlemen are here wrestling with, and which to my mind you have solved very creditably, because from my personal experience I have saved through this association at least 15 per cent. on the goods that I have bought from it, or more than three and one-half times the average profit of the country, and it is, therefore, the best paying line that I have handled so far.

Simple Rule for Selling Price.

The following simple rule will give you the selling price of any article and any desired profit, providing you know what it cost you to do business. Add cost of doing business and desired profit together. Subtract the sum of these two items from one hundred. The selling price represents 100 per cent. The figures obtained from this subtraction you will divide the delivered invoice price by, and the answer will be your selling price, which will be the desired profit as per example. A certain article cost \$100.00; freight, \$5.00; cost of doing business, 15 per cent.; desired profit,

10 per cent. What is the retail price of the article?

15 per cent., cost of doing business
10 per cent., desired profit.

25 per cent.
100 per cent., the selling price.
25 per cent. expense and profit.

75 per cent., delivered cost.
75) \$105.00 delivered cost (\$140.00 selling price, 10 per cent. profit.

300
300

Proof—Invoice, \$100.00
Freight, 5.00

Delivered cost, \$105.00
Expense of selling, 21.00

Actual cost, \$126.00
Sold for \$140.00
Cost of selling price, 15 per cent.

700
140

\$140.00
126.00

\$21.00

\$ 14.00 Profit, or 10 per cent. on selling price.

Correct Foundation of Business.

The correct foundation of a successful business, which to my mind is more necessary than capital, are as follows:

1. An absolute knowledge of the cost of conducting your business so that you will know every item of expense in connection with it and charge it correctly to each department.

2. The correct method of pricing your goods so that you can put a desired profit on your wares and be able to prove to your own satisfaction that it is correct.

3. To know that each article or department is giving you a profit or a reason for not making one, and that each article or department stands its proportionate rate of expense.

The following table may be handy to refer to, as it plainly illustrates the difference between profit on invoice and selling price:

	Of profit on selling price.
5 per cent. added to Inv. (cost) is	4¾ per cent.
7½ per cent. added to Inv. (cost) is	7 per cent.
10 per cent. added to Inv. (cost) is	9 per cent.
12½ per cent. added to Inv. (cost) is	11⅛ per cent.
15 per cent. added to Inv. (cost) is	13 per cent.
16⅔ per cent. added to Inv. (cost) is	14¼ per cent.
17½ per cent. added to Inv. (cost) is	15 per cent.
20 per cent. added to Inv. (cost) is	16⅔ per cent.
25 per cent. added to Inv. (cost) is	20 per cent.
30 per cent. added to Inv. (cost) is	23 per cent.
33⅓ per cent. added to Inv. (cost) is	25 per cent.
35 per cent. added to Inv. (cost) is	26 per cent.
37½ per cent. added to Inv. (cost) is	27¼ per cent.
40 per cent. added to Inv. (cost) is	28½ per cent.
45 per cent. added to Inv. (cost) is	31 per cent.
50 per cent. added to Inv. (cost) is	33⅓ per cent.
60 per cent. added to Inv. (cost) is	37½ per cent.
65 per cent. added to Inv. (cost) is	39½ per cent.
66⅔ per cent. added to Inv. (cost) is	40 per cent.
100 per cent. added to Inv. (cost) is	50 per cent.

Window and Newspaper Advertising

AN ARTISTIC HARDWARE DEALER.

In a certain western city there is a man who with the material at hand in a small hardware store has secured splendid results in his window displays that have gained the admiration of hundreds of passers-by.

His first effort was with carpenters' tools. Tools in any shape make a hit with the small boy—but to make an attractive display with them as the chief ingredients for adult eyes would seem to be an utter impossibility. This is how the western hardware dealer went about it: Instead of laying chisels, planes,

each passer-by went past the window he stopped instinctively and gazed long at the tempting shavings and the bright edges of the tools wherever they projected above their luxurious bed. Many who had not had a plane in their hands for years yearned to feel one of them again and peel off the shavings. Many sales resulted.

The next stroke of genius was a display to quicken the sale of grass seed. It was during the early part of April, when everyone was wishing vainly for the first signs of the long delayed spring. Instead of putting forth several boxes or packages of seed and



A window display of garden tools which brought greatly increased business. Shown by courtesy of the National Cash Register Co., Dayton, Ohio. The idea is worth filing for next season's use.

hammers, augurs and bits in a neat row, or instead of sticking them on pieces of pasteboard, as is the ordinary custom, he appealed to the imagination of the prospective buyer.

He sent out to a carpenter's shop and got a generous supply of those long, clean shavings which every one likes to look at and handle. These he scattered promiscuously in the bottom of his window. Then, taking his tools, he deliberately scattered them around among the shavings, taking the greatest care to make his display seem the careless work of a workman who had just rushed from the scene of his labors. As

placarding them with information according to the usual custom the dealer determined to make a practical demonstration. He turned his window into a miniature greenhouse and around a small fountain, constructed with his own hands, he planted grass seed in a tin box filled with rich earth. In a few days the grass broke above the surface of the earth and within a few weeks the window was equipped with a luxurious plot as thick as midsummer growth. Many persons stopped and gazed long at the summery window, while the winds were still howling and the sidewalks were still slippery with ice and snow.

DISPLAY OF GARDEN HOSE.

A window display by a Christchurch (N.Z.) firm will stand repeating by other hardware houses, or perhaps the idea can be adapted for the display of other goods.

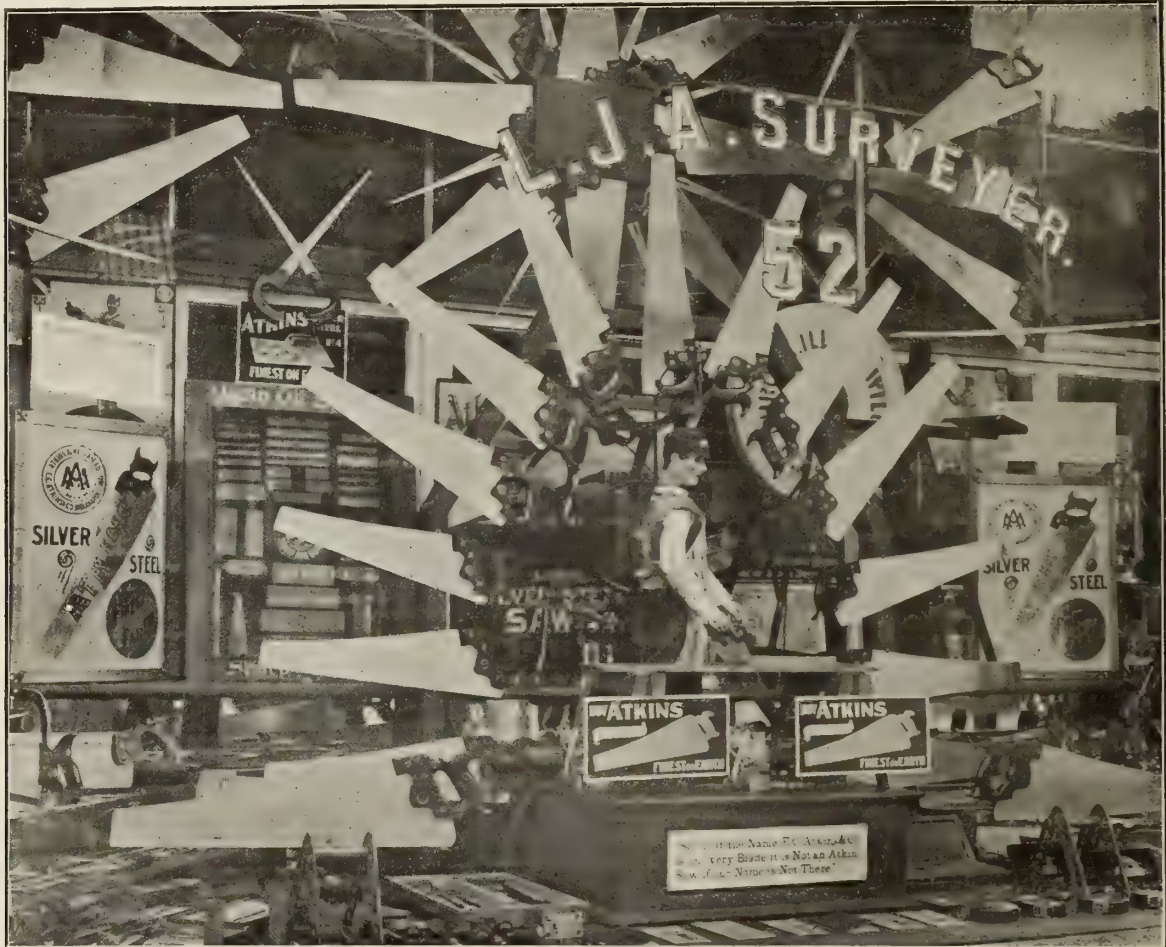
The display in question was of garden hose and very seasonable, as at the time gardens and lawns were thirsting for a fall of rain. This of course assisted in making the window trim a particularly profitable one.

The window was divided from the two front corners by an artificial gravel path, leaving two flower beds forming part of a circle. The right-hand side had a border of green moss, a row of bright-colored geraniums, and in the background larger plants all in full bloom. The plants were all in pots buried in soil so

The difference between the two flower beds was much exaggerated, but this added rather to its value as an advertisement. The bright-colored flowers were an almost irresistible attraction, and that gained the marked contrast between the two beds, followed by the quantity of hose, and the price tickets did the rest.

CARE OF SHOW CASES.

The position of a showcase has sometimes a great deal to do with breakage, and cases must always be set level or there is an uneven strain on some part of the case, which is liable to cause a break at any time, and when the case is not setting on a level foundation the door will not close properly and tightly.



This striking display of silver steel saws was made in the window of L. J. A. Surveyor, Toronto. This window was prepared by using a frame work of 2 x 4's as a background, which was covered with a suitable material and the various saws fastened to this frame by large headed brass tacks. A particularly effective arrangement is the large star at the back of the window made of hand saws.

that the pots were not showing, and the effect was a well-cared for flower-bed.

The opposite side was a garden bed formed in a similar manner with this difference that the border of moss and plants were apparently dead or dying for want of water, and the soil was of the driest. A ticket in this plot "Watered (?) with a can," while in the bed of bright flowers was a ticket "Watered with our garden hose."

The path led through a garden arch in the middle background on either side of which was piled rolls of garden hose to the height of about 6 ft. A few shrubs in large beds helped to make the background more attractive, and tickets giving prices of the various hose were not forgotten. Lawn sprinklers, directors, and syringes were also shown.

Again, beware of the all-glass case that is fastened together by metal bolts through holes in the glass, for if it is placed near a radiator or register it is almost sure to break through any sudden heat or cold, owing to the unequal expansion of the glass, which brings the bolt in contact with it and precipitates a crack. Here, again, the corner clamp is better, as it allows a certain amount of movement, as stated before.

If a crack does happen in plate glass from whatever cause, it is possible to prevent it spreading in some cases by cutting a small, short scratch with a glazier's diamond directly at right angles to the crack.

Glass should always be handled with care, and when shelves or plate glass are taken from a show case to clean they should always be carried on edge and rested against a wall in the same manner.

Retail Hardware Advertising

Some Suggestions and
Examples for Pro-
gressive Merchants

Making Advertising Profitable

By L. R. Greene, Advertising Manager The Sherwin-Williams Co.

Every hardware merchant advertises. He may claim that he doesn't, but he does. He can't help himself. You can't be in business and not advertise; for the way in which you carry on a business advertises the fact that you are an up-to-date, reliable, progressive merchant, anxious to give good service to your customers, or that you are an unreliable fellow or an

attractive store. No matter how dingy your building may be at the outset, a little effort in the right direction will make it an attractive place. First of all, see that your store front is attractively painted, that the windows are clean and filled with nice, new, bright, attractive seasonable goods. Change your windows often, so that the passersby will get into the habit of stopping to see what you have to show this week.

Well trimmed windows are about the most effective advertising to which any merchant can devote his time and attention. Have the inside of your store always neat and tidy. Have your merchandise systematically arranged and attractively displayed. Don't let a lot of old odds and ends accumulate. If you find a certain line of goods is not selling rapidly, make a special



Sit Down Now,
Mrs.
Housekeeper,
and figure out
what you need
for the

Fall Housecleaning Campaign

Everything must be spick and span for the coming long winter, and especially the holidays — Let us help you.

ALL House-cleaning time is here and you will need some of the numerous articles in our stock which will aid you in your campaign against dirt:—Step-ladders, Pails, Scrub Brushes, Mops, Brooms, Dust-pans, Clothes-lines, Carpet Beaters, Bannister Brushes, Clothes Baskets and Pegs, Wringers, Tubs and Washboards, Curtain Stretchers, Stove Blacking and Brushes, Furniture Polish and dozens of other articles found in our first-class hardware.

GERRY BROTHERS
The Big Corner Hardware Simpson and Victoria Ave.

The suggestive ad. of a Fort William firm. Original 4½ x 7.

unprogressive fellow, or a merchant who does not carry the latest and newest merchandise; one who is really not a true merchant with his heart in his business, but simply keeping a store because circumstances let him drift into that particular method of making a living.

So, as you have got to advertise, you might as well make your advertising profitable to you.

This is not a hard thing to do if one will only get the right optimistic standpoint. There is a great deal more enjoyment and a great deal more pleasure in life for a man who goes at his business optimistically and aggressively than for the fellow who is indifferent, sluggish, slow, grouchy and unprogressive. What is the use of being the latter? You only make yourself unhappy, and everybody else around you, and you don't get the return in this world's goods that you could if your attitude was right.

The first thing then to do is to have a bright, tidy,

Watch Our
James Street
Windows

Stanley Mills & Co. Limited

Store Closes at
5 p.m. Satur-
days at 8.

THURSDAY JULY 26, 1912.

A 2-Day Sale of Tools


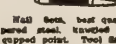
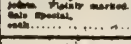
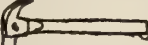
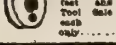
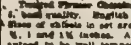
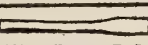
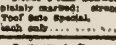
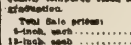
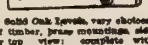

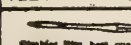
For Carpenters, Machinists and Blacksmiths

Like everything else in the store (no matter how much of a reduction the sale price offers), WE GUARANTEE ALL OUR TOOLS TO BE IN PERFECT CONDITION, AND TO GIVE COMPLETE SATISFACTION!

This sale is a semi-annual event. It isn't a stock clean-up, for "styles" and "fashions" set no figure in the tool business, consequently, it isn't necessary to clear out the balance lots every season. These sales are really advertising features—they bring us extra business from our old customers, and introduce us to many new ones!

Every Carpenter, every Machinist and every Blacksmith in Hamilton and the nearby towns, should take advantage of this sale.

10 per cent off all tools not in this list!

 <p>Adjustable Jack Presses, wood bottom, 14-inch long, tempered steel nut. Length 18 inches. Tool Sale Price, only... 89c</p>	 <p>Half seen, best quality tempered steel, knotted handle, cupped point. Tool Sale Price, special, each... 5c</p>	 <p>4-ft. wing steel firm heavy jobber. Fully marked. Tool Sale Special, each... 18c</p>
 <p>16-in. steel hammer, best quality, only slightly defective in finishing. Tool Sale Special... 25c</p>	 <p>16-in. steel hammer, best quality, only slightly defective in finishing. Tool Sale Special... 25c</p>	 <p>16-in. steel hammer, best quality, only slightly defective in finishing. Tool Sale Special... 25c</p>
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10% Off All Other Tools in the Store!

It's impossible to list all the different lines of tools with sale prices on them. However, EVERY TOOL IN THE STORE IS TO BE SOLD AT A REDUCED PRICE TO-MORROW AND SATURDAY. This includes all the celebrated best makes of Carpenters', Machinists' and Blacksmiths' Tools. We offer a straight 10 per cent discount off the regular prices of all tools not included in the above list of specials.

This is another of those "newsy" ads for which the Stanley Mills Co., Hamilton, are noted. Not only is the advertisement "newsy," but the layout is good. The original was 6½ by 10½.

sale, sacrifice it, get rid of it. It is much better to have the money invested in good saleable merchandise than it is to have it tied up in lines that don't sell readily, and for which there is practically no demand. Have a "shop-worn" sale once a year, and clean out any lines that are not in the best condition. Keep your stock up-to-date, clean, bright and fresh.

Just as important as a bright, attractive store, is the service that you render to your customers in that store,

Be cordial and polite to all your customers. This attitude is infectious and even the cross-grained man or woman may be influenced by your attitude and be easier to serve and easier to please. Go out of your way to serve your customers—no matter how much the sale, or even if a sale at all is not in immediate sight.

After you have laid this solid foundation for success—after you have given full attention to these two essential points, an attractive store and the right kind of service in that store, you can turn your attention to advertising the place where you do business.

Broadly speaking, the hardware merchant is not an advertiser; he is not as great an advertiser as the dry goods merchant. You can go into town after town and find that while the leading dry goods stores are big advertisers, the hardwareman seems to have nothing at all to tell the public. He simply expects them to come to him when they want anything in his line.

dealer helps that he is glad to furnish the dealer free of charge. Get the benefit of the manufacturer's advertising by advertising advertised goods. Make your store the local distributing center for the advertised products. Let the people in your town know you are in business. Have for your policy, quality goods at reasonable prices. Most people don't mind paying a reasonable price for good merchandise, but everyone objects to cheap goods no matter whether the price be high or low. Build your business on the rock of good quality and good service.

GOOD ADVICE.

If you want to exercise your vocabulary, do it when your umbrella blows inside out, or when you run against the edge of a door in the dark. Big words and involved sentences are one of the curses of advertising. There are few advertised commodities that cannot be described

"Brockville's Greatest Store"

What You Can Do With Jap-a-lac

All you need is your own hands and a brush and a can of Jap-a-lac to make your old worn or marred furniture, picture frames, floors, woodwork, etc., like new.

Jap-a-lac makes old things new and keeps new things from getting old.

Jap-a-lac is a varnish and stain combined—it wears like iron and any one can apply it.

You can get it in Oak, Cherry, Mahogany, Walnut, Green, Red, Black, White, Gold and Aluminum. We have all sizes upwards from 10c

See To-morrow's Ad.

Be sure to see to-morrow's announcement, you can't afford to miss it. Watch for the paper.

Robt. Wright & Co.



The strong feature of this advertisement is the illustrations. Cuts of this kind are not expensive, but they are nevertheless effective, conveying as they do the purpose of the ad.

He is there ready for business, but he is not reaching out for it.

If you are in business you might as well do as much as you can. There is interest and pleasure in pushing a business, not in simply drifting with it as the currents of circumstance carry you.

So have a plan of merchandising, a plan of advertising. Have an advertising appropriation. If your business is \$5,000 a year you can afford to spend at least \$150 on advertising; if \$10,000, at least \$300, which is three per cent. of your sales. Perhaps you can spend a larger percentage, but be conservative.

Decide just how you are going to spend this money, so much for local newspapers, so much for hand bills, etc.

Then you can obtain big assistance from the manufacturers of the lines you handle. It pays to stock and sell lines that are widely advertised. The advertising manufacturer is a progressive fellow and in addition to his national publicity he usually has special

in language that is perfectly clear to the "man with the hoe." If you had him where you could talk to him, you'd make him understand. Make your ads equally plain; then everybody, from the "man with the hoe" to the college president, will know just what you mean. Most people get so familiar with the polysyllables they use in their business that they think everybody will understand, which is far from being the case. "How would you like a sonata before dinner?" asked the host, seating himself at the piano and running his fingers over the keys. "You'll have to excuse me," replied his guest; "I had three on the way up."—Ethridge.

Ink blotters are often used as a means of advertising. A cigar store gave away thousands of them which served a triple purpose. Aside from their general use as a blotter and an advertising medium, one of these blotters could be used for measuring. In case a man loses sight of his foot ruler, he can pick up a blotter for making minor measurements.

The Art of Card Writing

By L. Smeby

Third of a series of articles specially prepared for the Merchants' Magazine. The writer will answer any inquiries addressed to this office.

At this season of the year sales cards are used in large quantities, and a style of lettering generally used consists of heavy broad strokes that can be made quickly. Plain black and white with no embellishments is the order.

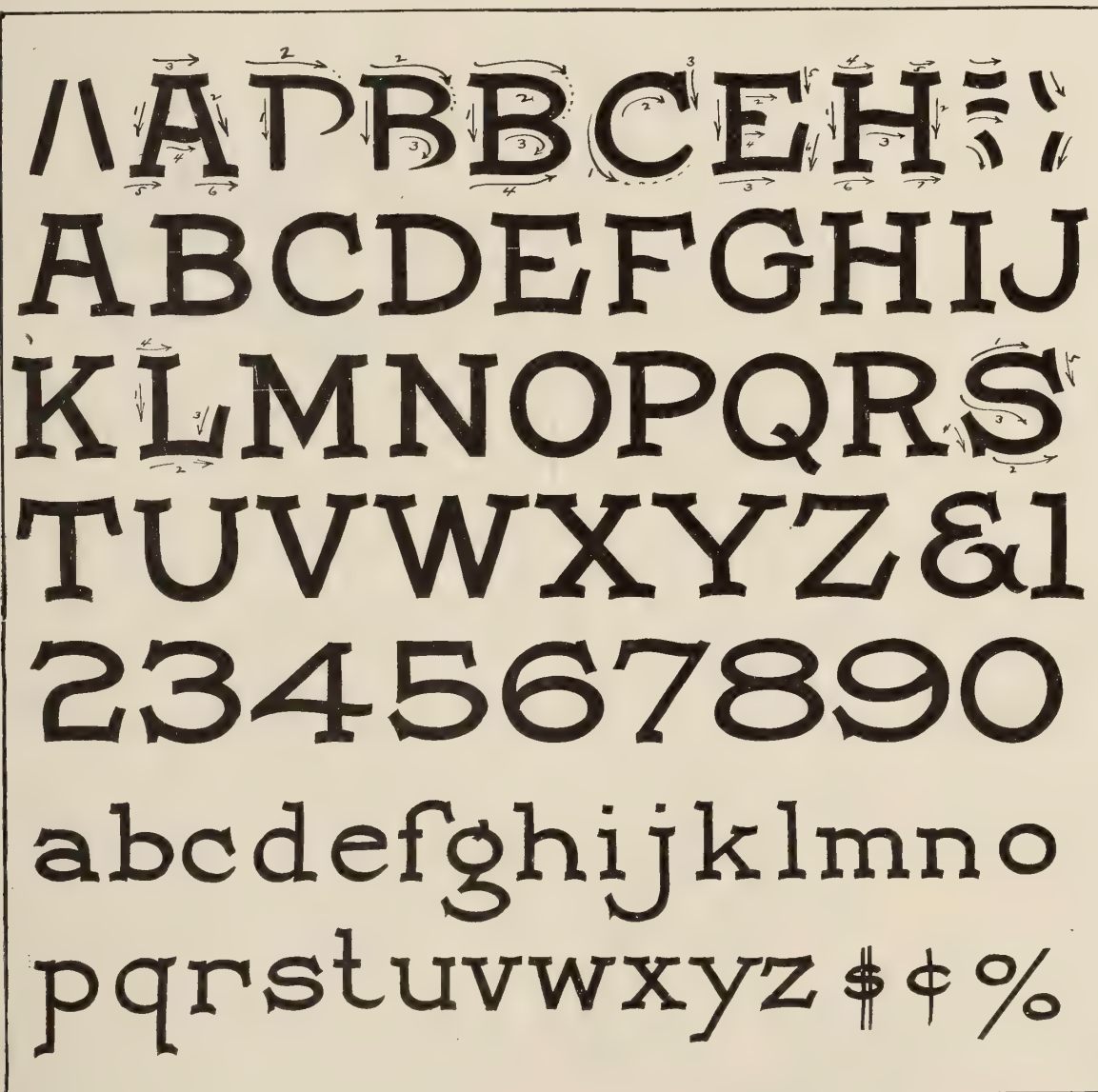
The style of letters shown in this lesson is a popular one for this class of work; it is especially excellent for large bold lettering, and its strong point is that it is speedy.

The strokes in this alphabet vary little from the half block letters shown in preceding lesson, the additional strokes being the block spur.

Letters A, B, C, E and H, shown on the first line illustrates the difference in the stroke. Note the direction of the arrows and the number of the stroke. Begin left slant stroke in letter A slightly below the top line of space for letter, and finish the stroke above the

lower line, repeat with right slant stroke. The finish or spur stroke at top and bottom must be made with the brush kept square and nearly run out of paint; make a slight curve to these strokes, giving the letter a free and easy touch. Make your perpendicular stroke in letter B the same as in A, and begin No. 2 and No. 4 strokes as shown. Be sure and keep brush square. If a ragged start has been made, it would be necessary to trim or square the end.

Complete letter C with stroke No. 3. The plate shows the beginning and direction of each stroke differing from previous lesson. You will notice that this style has a greater number of strokes, but it is made faster because of the curved formation of the horizontal strokes, any irregularity of a stroke such as being started or ended slightly above the line not showing the letter as being out of alignment, little points that



would be very evident in a style of regular formation, such as the square half block. The main thing is to keep your brush square and have sharp points to your strokes, it makes the lettering more distinct and easy to read.

The lay-outs shown herewith is quite common for work of this character, the price and sale item being the principal thing to bring out strong. Change brush according to size of letter wanted. On a card where a quantity of reading matter is used, make your headline of bold heavy letters and the reading matter with considerably smaller letters. It is the contrast of size

MOPS

CHEMICALLY TREATED

For
taking dust
from hardwood
floors.

69¢
EACH

in the lettering that attracts the eye. Laid out with plenty of margin for border, a white cardboard with black lettering is always acceptable. The lay-out and proportion of lettering is an important matter in show card writing, and will be the subject of my article for next issue.

* * * *

CLEAN SHOWCARDS.

It's a bad sign when a customer has to ask, "What does that sign say? Hosiery 15 cents a pair, or 25 cents?" It's a sign that the card-writer has not

BRASS

LAWN HOSE

NOZZLES

THE SPRAY
KIND

29¢
EACH

been asked to furnish new, clean showcards for the hosiery department. Only a few days' handling will so blur and spot a showcard that it is not presentable even on shopworn goods, to say nothing of clean, crisp merchandise—handkerchiefs, for example.

The head of a department, or the sales-clerk, should see to it that every card displayed is clean. It is understood that they should be carefully printed, in the first place. A badly executed "5" may look like a "9." If there is a smudge of dust or grime on it, there is no telling what it may resemble.

Not only are small stores guilty of using dusty, badly wrought signs and showcards, but larger stores

SEASON'S CLEARANCE

TROUSERS

worth up to \$7.50

\$3.95

do it. It is an easy fault to overcome, and a point worth watching carefully.

Signs give first impressions. The customer who sees a dirty showcard may not look at the merchandise at all, instantly assuming that it, too, is grimy. Keep clean cards on your displayed goods!

* * * *

ANNOUNCING A SALE BY PHONOGRAPH.

It often happens that we are more powerfully impressed by what we hear than by what we see. A certain Philadelphia store, which had been partially destroyed by fire, was disposing of the remainder of its stock at slaughter prices. The management conceived the idea of utilizing a phonograph for the announcement to the public of the wonderful bargains to be obtained there. This novelty of itself drew such a crowd that the sidewalk was crowded by listeners, and in forty-eight hours an almost entire clearance of the stock had been effected by this unique method.

Stoves and Housefurnishings

A GOOD STOVE REPAIRING CIRCULAR.

J. E. Dugan Plumbing Company, Albany, N.Y.: We have for some years past annually reminded our customers of approaching winter and have mailed to them at various times circulars with reply postal, something like those herewith.

J. E. Dugan Plumbing Co.
Albany, N.Y.19

Orders:

Make following repairs atSt.
Heater requires
Range "
Stove "
Chimney "
Roof "
Plumbing "
Remarks
.....
.....

Signed.....

We generally mail out the first notice along about September 1 and follow it up with a duplicate in a few weeks, sometimes we enclose them with bills, etc. Just how much work they have brought in is difficult to determine. That it pays we have no doubt, for the cards come straggling in throughout the year with messages of different kinds and occasionally we receive one with a "thank you for touching up my memory." I hope this may help others.

Has This Ever Occurred to You.

A common fault is to put off until to-morrow what should be done to-day, an unwise practice, as we have all learned from experience. "Now is always the opportune time," and especially to those who contemplate spending the coming winter in this frigid climate.

Have you given any thought to the warming of your homes and to their protection from winter's storms?

Would not a modern heating system add to the comfort of your home, or at least, does not the old one require a thorough cleansing, if not repairs?

Are the smoke pipes sound and safe and the chimney flues clean?

Perhaps your parlor stove or kitchen range requires some repairs?

And the roofs? Do you need a new one, or does the old one require repairs? Many good roofs have gone to decay for lack of periodical painting. Perhaps yours is suffering for a good coat of metallic paint.

If you are in doubt about any of the above timely questions we will be pleased to take charge and relieve your mind. By filling out and mailing enclosed postal, your wants will be carefully attended to and you will then be ready for winter's blasts.

Yours respectfully,

J. E. Dugan Plumbing Co.,
4 Monroe St., Albany, N. Y.

P.S.—One other fact: A modern bath room is always seasonable; we construct them.

List of Names Valuable.

What are you doing towards getting ready for your Fall stove campaign? It will not be long now till the chilly breezes start to blow and one is glad to stay in the house where it is nice and comfortable. Have you got a list of names of a good bunch of prospects? If not, why not? A list of this nature should be in every store, with new names constantly being added. If you have not such a list already, it is not too late to start now, but it will mean extra work on your part. One of the best ways to secure the names of people who will be needing a stove is to ask every person who comes into a store whether they need one then or will want one later on. Then when Fall comes around you are in a better position to get after them in a more businesslike way. This method is adopted by several firms the writer knows of and all report it very successful.

Certainly, a personal canvass is the best way to get after the trade, but this is often impossible. The next best thing is a letter, with a personal touch to it. One often is not sufficient to arouse desire to call at your store and inspect your stock. Therefore, the game should not be stopped there. Most firms send out at least three letters, and often four. If a fourth fails to bring the people in, it is pretty certain they are beyond your reach and your time and money will be wasted on further effort that year.

The following is a sample of a letter sent out by a hardware firm who do a large business annually in stoves and ranges. This is the first one sent, which is followed by three more if it or the second or third fail to bring response:—

Mrs. John Smith,
Route No. 2, City.

Dear Madam,—You want a new range. The first thing you want to think about is, of course, to get the best for your money. We could not sell you a better range than what we have in our own homes, for when we picked out the stoves for our own homes, we picked out the best for our own use and that is just the kind we want to sell you.

If we had this range in your kitchen, we could show you that it is the one you want, but what we want to do is to have you come in and see this range and let us tell you all about it.

We are sending you a picture of the range, and under separate cover are sending you a book, showing this range. We would like to have you read every word about this range for it is the truth and we are willing to guarantee it. On page 5, you can see a picture of this range, all taken apart, showing you the fire-back, made in three pieces, also the fire front. The whole fire-box weighs 85 lbs., and will never burn out. The oven bottom is made of extra heavy steel, guaranteed to stay flat and smooth for twenty years. Another thing that makes this range bake better than any other, is the fact that it has ensilation of asbestos all around where the heat is necessary to be held in. You will find the picture on page 3, showing just exactly how thick this is. This keeps all the heat in and will let you bake with less wood.

There are no springs on the oven door to get out of order, the door being hung on heavy hangers, balance so that the door will shut itself and stay shut tight. These hangers will last forever.

There are no corners made into joints, but one piece of steel runs around the whole body of the stove, making a better stove on that account and at the same time, making it absolutely airtight on all the corners. On other ranges, the corners will get loose in time and leak air, and the oven will not work right.

This range does not cost as much as the highest priced ranges,

but we can show you that it is better if you will just take the time to come in and see it. To show you how sure we are that this range will satisfy you in every way, that you want to use a range, we are willing to sell it to you on trial and put it in your kitchen. You can keep it for thirty days and then we know you will see that we are telling the truth. You will be more than pleased with it and will believe the same as we do, that you have the best range that can be made.

The prices are very low, considering the quality, and as these ranges come in different sizes, if you will come in, we will show you the different sizes and styles and will name you our very lowest prices. The terms you can arrange to suit yourself.

We shall be very glad to have you come in and spend a half hour looking at this range.

Yours very truly,

S. C. JOHNSON & Son.

P. S.—You can take this range home at any time and we will give you our lowest cash price, which you could pay us after your pickles are all sold.

STOVE SALESMANSHIP SUGGESTIONS.

Some practical suggestions regarding selling stoves are given in a folder issued by a stove manufacturer as follows:

"Nothing in the home or on the farm in the way of an implement or tool is used as often as a cooking apparatus in the kitchen. A range is used every day



A simple and effective oil stove display which could be adapted for the display of all kinds of stoves and ranges.

in the year, three times a day. Not so with a wagon, or plow, or a handsaw. A range is a source of annoyance or a joy forever.

"Start by saying you want to show them something new in ranges. Call attention to the plain finish to keep clean. Go through the detailed points one at a time. Don't talk too fast. Give the customer's mind time to digest your last statement. Don't sing your sale talk like a set speech you had memorized.

"Occasionally, after calling attention to a point, say to the customer, 'You appreciate that as a point of convenience, do you not? You like that drop door on the warming closet, don't you? It forms a shelf for your wife to use in warming plates or keeping warm anything she wishes.' In this way lead out and interest the customer. When you find out the point which strikes most forceful, talk that one point to a finish and let all others be secondary. Be it the high closet, the oven, the reservoir, the ash pan, talk it and close the sale.

"Before the range is delivered, see that all parts are in place. See that all parts, such as shelves, rails, reservoir, attachments or other parts are fitted to this particular range. Right here is where the local retail

stove merchant has the best of catalogue and mail-order houses. He can and should see that every range is set up properly, and give it immediate attention if complaint is made.

"After the sale is made, ask about it or write a letter and see if it is satisfactory. If pleased, it means more sales for you. It means his friendship for you and your employer. It means more than all this to you. It means your success. It means that one more friend says you are honest, that you have shown yourself a man, a good citizen and a man who will be paid for your services by some one, because you have a following, because you can sell profit-making merchandise and hold your trade. This applies in selling all lines as well as ranges."

A STOVE DEAL.

A Guelph business man found a forgotten coal stove in his basement. He called a junk dealer and asked him, "How much?" The junkman offered \$1.50, and the owner straightway wanted \$2, chiefly for fun. They haggled a while, and the second hand dealer departed stoveless. "He'll be back," said the merchant.

In a half-hour the junkman returned and offered \$1.75, which was refused. Then a bright idea struck the junk artist. He brought out \$1.50 and jingling the coins temptingly said: "Tell you vat I do. I gif you \$2 for de stof, and charge you feefty cents to haul him away."

POPULAR SALESMAN CHANGES JOBS.

W. J. Halloran, who has been representing the Supreme Heating Co., Welland, in Eastern Ontario, and who is well known for his long connection with the stove and housefurnishing trade throughout Ontario, has resigned to act as representative of the Thomas Davidson Co., Montreal, in Toronto and Western Ontario.

SALESMEN CRITICISES RETAILERS.

If all my trade could describe their goods as minutely as the mail order houses do in their catalogues, it would take more than "ten salesmen a day" to keep them supplied with goods, writes H. H. Riddle, a traveling salesman. Their catalogues are works of art in this particular line. All retailers should study them. Show me an average retailer who can stand up and describe to a customer the fine points of a 600-pound scale standing on the floor, as minutely as Sears, Roebuck & Co. describe their celebrated "Atlas" scale.

I had an interest in a retail store some time ago. One day I found a coal hod full of iron balls, about three-fourths of an inch in diameter, sitting on the floor. My partner, upon being questioned, said he did not know what they were for, but they came with "Woore's" stoves. I said "Surely they are to be used with that stove." My partner said he had sold a lot of the stoves but did not know where they were to be used and always forgot to ask the stove salesman. I got to looking around, and found this stove had a "ball-bearing shaker." Do you suppose the mail order house would have lost sight of such a feature? You may rest assured that we did not hesitate to explain the "ball-bearing shaker" after that, and we sold stoves, too.

Now, my partner was an up-to-date hardware man. These things occur every day with the trade in general. The average merchant does not post himself on his goods nearly as much as he should, and when a salesman tries to explain he simply thinks it an argument to help him sell his wares.

The Furnace Trade

GETTING AFTER FURNACE TRADE.

With the Fall approaching it is high time for the retailer who handles stoves and furnaces to get out after new business. There are many ways of doing this and every man has a method of his own. Some of these are good while others could be improved greatly. To show the difference in the methods adopted by two men, Wm. W. Loomis, writing in a recent issue of *The Zenith*, relates his experience in having a furnace installed, as follows:—

Last spring I bought a house and built an addition to it, necessitating a new and larger furnace. There are two hardware dealers in our town, both handling furnaces, and I told them both that I was "in the market." I also asked them to 'phone me when they went to the house to figure on the work, so I could be there to go over the place with them.

It was a matter of business to get quotations from both dealers, but the truth is my mind was practically made up to give the work to Brown if his price was anywhere near Smith's. In the first place Brown sold the XX furnace and I had used one and found it very satisfactory, a better heater and easier to care for than any other I had ever tried to operate. Then, too, I had known Brown quite intimately for years and Smith was a newcomer in our town.

The New Man's Way.

The next morning Smith called up to know when it would be convenient for me to go down to the house. He was at my office on the minute at the time I suggested, and when we got to the house I found he had already been there, taken his measurements and was ready to answer my questions and show in detail just what he advised doing. The old furnace had drawn its cold air entirely from the outside, and it seemed to me a pipe from the dining room would be better, but Smith convinced me that it would be still better to take the cold air from the front hall. Another change he strongly urged was to have the furnace face the opposite way from the old one so that the pipes running to the rooms hardest to heat would lead out from the back of the furnace.

Next Smith brought out a small aluminum model of the BB furnace, which line he handled. He took it apart, showed me just how it was constructed, and explained its points of superiority. There were three different styles of grates and I could have whichever one I preferred.

I have no doubt there are at least half a dozen other furnaces that could be demonstrated just as effectively as the BB. The point is that Smith's demonstration was interesting even to one who does not know much about such things, and it convinced me that the BB was constructed on correct principles and made of first-class material. When Smith finished he quoted me a price of \$150 and said he would guarantee both the furnace and the job absolutely.

I Wait for Brown.

I thanked him and told him frankly I would wait to hear from Brown—and I waited. About a week later I met him on the street and reminded him that I

had been expecting him around to see about the furnace. His reply was that he had been busy and had not thought I was in any hurry. I wasn't, for it was then early in June.

About two weeks later my wife told me one evening that Brown had been there to look over the house and had told her he would be glad to put in an XX for \$140. My first feeling was a little resentment that he had not called around for me or at least 'phoned as I had expressly asked him to do. But I took it for granted that he would be around later and so I waited.

Closing With the Progressive.

I was very busy for several weeks and gave the furnace no more thought, except when Smith would drop into the office or meet me on the street and ask me if I was ready to give him an order. Finally I told him to go ahead and put in the furnace. It had been over two months since I had first spoken to Brown but I had never had one word from him directly. His failure to follow up a live prospect cost him a good sale, for I was predisposed towards him and his furnace, even if it cost a little more, yet I paid more to his competitor because he had given me all the information I wanted, had convinced me that he knew his business thoroughly and had followed me up, not aggressively, but by reminding me from time to time that he wanted my business and that he would guarantee satisfaction.

Following Up the Sale.

When fall came and it was time for fires, Smith came around to see how the furnace was doing and made several suggestions about firing that I found to be practical. Whenever I saw him he inquired how the furnace was doing, and he impressed it upon me that if I ever had the least trouble to call him up. Early one blistering cold morning, we heard a rap at the door while we were at breakfast. It was Smith.

"Hope you'll pardon me for calling at such an hour, but I was wondering how that furnace acted on such a morning when there is a strong northwest wind blowing."

As a matter of fact the house wasn't very warm. Smith spent half an hour there—"Watching the patient," he called it, and then showed me how to regulate the drafts when there was such a strong wind. By the time he left the house was quite comfortable and I have not had the least trouble since, although half the people in town complained that they could not keep warm during the severe weather.

Insist on Customers' Satisfaction.

I understand now why Smith, coming to the town as a stranger, is building up his business so rapidly. When he knew I was a prospect he followed me up intelligently and persistently, but without giving offence. Lots of business men are learning to do that, but Smith went further: after the sale was made, after the furnace was installed and paid for, he still followed me up just the same to make sure it was giving satisfaction. He insists that fully half the heating troubles come from a lack of knowledge of how to "run" the furnace, although the user will invariably lay it onto the furnace. And so Smith diplomatically coaches his customers in the proper care of a furnace, and stays by them until they are thoroughly satisfied.

"The Follow Up"—What It Is.

"The follow up" is a rather mysterious term invented by advertisers to designate the methods by

which a house can keep in touch with prospective customers. But there is nothing really mysterious about it aside from the name. It simply means keeping on the trail of prospects until they are sold—if not by you, by someone else.

The big mail-order houses were first to realize the possibilities of a systematic follow up; then the manufacturers and wholesalers availed themselves of this modern method, and slowly the retailers are learning to apply it.

CURE FOR A DEFECTIVE HOT-WATER INSTALLATION.

"No water can be drawn from the hot-water cocks at the different fixtures," writes a correspondent of "Domestic Engineering," complaining of a defective hot-water installation. In offering a solution of the problem, W. L. M. remarks:—

The trouble he mentions is undoubtedly due to the fact that the hot-water supply pipe becomes air-bound

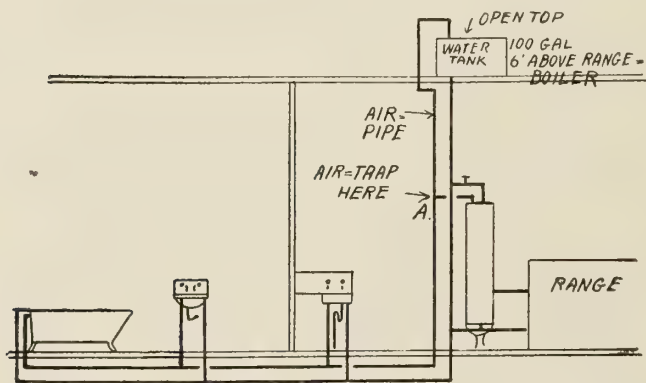


Fig. 1.

at a point at or near the top of the range-boiler. Of course, there is the possibility of the existence of an obstruction in the piping other than air, but considering the small head or hydrostatic pressure of the system, and in view of the fact that piping arranged as shown in sketch furnished by correspondent is particularly apt to become air-bound, it is only reasonable

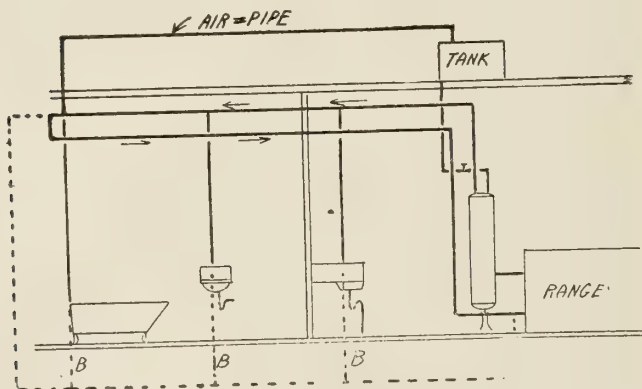


Fig. 2.

to suppose that trouble such as he describes would occur on just such a job as his sketch shows.

Briefly stated, the principle governing the action described is that, as air always tends to rise and seeks to escape, it naturally would accumulate at the highest point, unless the piping is arranged so as to permit its escape. The escape is in this case prevented by reason of the trap in the piping at the top of the boiler, the

consequence being that the air accumulates in sufficient quantities to overcome the pressure, exerted by the supply, thereby holding back the hot-water and preventing it from flowing at the fixtures. The remedy is obvious; being a tank job, simply insert a tee at the point marked A in accompanying sketch and from it run a pipe upwards, avoiding traps, to a point over the top of the tank and arranged so that a discharge from it, if nay, will fall into the tank, but this pipe must be arranged so that its end cannot dip into the water. This done, there should be no question about the water flowing from the cocks at the fixtures.

If it is desired that the hot-water should flow almost immediately from the cocks at the different fixtures, the job should be arranged on the circulating system. To do this the work could be arranged as shown in Fig. 2, in which the circulating loop is shown arranged on the ceiling of the room in which the fixtures are located, the pitch given to the pipes forming the loop and the connections to the fixtures being made as shown; note that the supplies to the fixtures are connected to the flow-pipe. The work also may be arranged so that the flow-pipe may run across the ceiling, then drop and return under the floor to the return-connection at the bottom of the boiler, the connections to the fixtures being made as shown by the dotted lines. In the opinion of the writer, the first-described circulating job is much to be preferred for best results, as in the case of the connections being taken from the return-pipe less satisfactory service would result, and under certain favorable conditions there is a possibility that a reverse circulation would be obtained, thus entirely defeating the object sought.

HOME WATERWORKS, by Carleton J. Lynde, Professor of Physics in Macdonald College, Quebec. Published by Sturgis & Walton Company, 31 East 27th Street, New York. Cloth, 270 pages; size 5 x 7½ inches; illustrated. Price, 75c. net.

"The volume in its subject matter in which that is presented is a valuable guide book to anyone who is thinking of installing a simple water system or of improving one already in existence," says Dr. James W. Robertson in the introduction to this useful and well-printed volume.

Among the subjects discussed in it are the value of water indoors, the various sources of water supply, the function, action, etc., of different types of pumps, running water, and the siphon. Five chapters are devoted to methods of pumping, and one each to water power, and plumbing and sewage disposal. The text is elucidated by over 100 cuts. The book is written in a simple style as free from technicalities as possible, and it should be of real service to persons in small places where a public water supply is not yet provided.

A METHOD THAT BRINGS RESULTS.

Geo. Colgate, dealer in tinware and furniture, St. Catharines, Ont., has a practical method of selling oil stoves and heaters. When a customer purchases a stove, Mr. Colgate makes it a point to personally set it up, and, if possible, arrives at the customer's house about an hour before meal time. After getting the stove in place, he asks permission to cook the first meal on it, fully explaining the working of the stove to the housewife.

In this way he secures enthusiastic customers who talk about his stoves, and the six dozen sold last season indicates that his method is successful.

Paint and Varnish Trades

Profits vs. Quality in Paints

By E. T. Trigg

Profit, that figure which represents the difference between cost and selling price, is, in the mind of the substantial far-seeing paint dealer, the last consideration. He, naturally, expects to buy his goods at the same rate as other dealers, and expects the price to be reasonable. The quality and the co-operative assistance furnished by the producer must be such that he can re-sell the goods at a price which will leave a substantial margin of profit.

The salesman should make it his business to discuss the retail selling price with the dealer, seriously, and insist upon a consistent retail price being established. Unfortunately some dealers are weak on the resale price proposition, allowing themselves to be frightened by local competition, with the result, oftentimes, that their own profits are materially curtailed.

There is no more effective way of creating doubt in the mind of a consumer as to quality than for the dealer to offer his goods at a lower price than someone else. Human nature is about the same the world over. We don't, any of us, expect to get something for nothing, and we don't expect to get one dollar value for a ninety-cent price. Neither do we get it.

To-day the dealer who spends his time in an endeavor to save two or three per cent. in the cost price of his goods is a back number. The average merchant likes to do business with a house whose prices are absolutely fixed, thereby feeling sure, himself, that he is always getting just as low a price as any other dealer. He further realizes that to spend time unnecessary in an attempt to get price concessions is robbing the selling end of his business; perhaps, thereby, losing one or more sales, the profit on which in actual dollars and cents would amount to much more than the concession looked for if it were obtained.

A standard, reputable line of goods representing quality and backed up by effective advertising is more profitable for the dealer, even though the profit per sale is a little less than on a cheap, inferior price of goods without any reputation and co-operative assistance from the producer. The reason for this is obvious. On quality backed up by real advertising and push, he can bank on holding his customers for all time and will continually add new customers. The lack of quality and merit in inferior products loses customers, not only for that product itself, but other goods which he may be handling as well, while the lack of advertising assistance minimizes the chances of securing new customers, even for the one purchase which they might be induced to make.

PAINT LABELS AS SALES PRODUCERS.

One of the most important influences in the increase during recent years of the ready mixed paint business has been the improvement in the labels put on the cans by manufacturers, remarks a writer in The Hard

ware Trade. Not so many years ago labels were anything but what they ought to have been, but nowadays the paint maker does everything he can to make his products as attractive as possible.

Neat and prepossessing labels are naturally much easier to display than the other kind, and it is up to the dealer to take the best possible advantage of what the manufacturers are doing. Trim shelf arrangement is now possible with very little effort and suggestive interior store display can be secured with the help of color cards and posters, which paint makers will gladly send on application by their customers.

Some little time ago the writer was in the store of a hardware merchant in a prosperous country town drawing trade from one of the best and most fertile mixed farming districts in the Northwest. This particular dealer had been firmly established for many years and handled a line of mixed paints noted for its excellence, and for the splendid service the maker rendered the dealer.

But, alas, Mr. Hardware Dealer was asleep at the switch. His paints were in a dark corner of the store. The stock was covered with dust, and inquiry brought forth the information that he did not think it worth while to push paints, and that he had no room to display them properly. Yet in the front of that store were three ranges of the same size and style, where one would have been a plenty, and would have left him room for a showing of paints. This same man had the second floor of his store for surplus stock only half filled, but still cluttered his ground floor with goods that should have been upstairs.

In another store in this same town, occupying less ground than the former, space in the centre of the store, right opposite the front door, was arranged with a handsome pyramid made of paint cans, of different colors, and on and around them were color cards and other advertising matter. This dealer had practically a cinch on the paint business of his trade territory, though he was not as long established as his competitor, and the line he carried, sold at the same price, is not as well known generally as the other.

The proposition was simply this. Half or more of the first man's hardware customers did not even know he carried paint and he did nothing to tell them about it. The other fellow went after the customer with window and store display and other publicity methods and—

He got the business.

KEEP BRUSHES IN DAMP COOL PLACE.

Dealers should be careful how they keep paint and varnish brushes, for if in too warm or dry a place the bristles are apt to get loose and maybe the brushes will be ruined, says an exchange. I have seen them displayed in a show case near the stove, and in the window under a hot sun. Better keep them in a moderately damp or cool place, and if a brush happens to get too dry, place it in the cellar for a time, but never pour water on it in the effort to tighten up its bristles.

Selling Paint to the Farmer

The retail hardware dealer nowadays is apt to look upon the farmer as a close-fisted, money-grabbing shark, who cares for nothing but the size of a crop his land will yield and the amount per bushel he can get for his wheat, oats, barley, etc. Such an opinion may have been justified many years ago, but to-day, the farmer is considered by all wide-awake retailers to be their "one best bet." No longer is he satisfied to live in a tumble-down shack and have dilapidated barns and out-buildings. To-day nothing is too good for him and he wants the best, though, not necessarily, the highest priced stuff. While he is willing to pay a good price for an article, that article must be good and give value for the money spent. Outside of a Jew, there is no man knows values like the farmer. Once sell a tiller of the soil an article that gives perfect satisfaction and you have him for a permanent customer, provided, of course, your future sales are equally as good value.

Where formerly a farmer would paint his house when he built it and never touch it again during a lifetime, now he has become educated to the fact that it is economy to paint his buildings every three years or so, and not only does he look upon the work from the standpoint of economy, but he has learned to take a personal pride in the appearance of his place, and to make the whole "a thing of beauty and a joy forever."

The paint department of every well-organized hardware store, says an exchange, should always make a strong showing for the farm trade when such stores are located in rural centers or in towns which are frequented by farmers. A good deal of paint is sold to this particular class of customers and the interest of the farmer is well worth securing by all hardware shops which carry a paint department and such section should be completely stocked for this particular business.

The farmer knows a good article and is apt to be a fair judge of paint, so that "the best is none too good" to offer him. More than most people he understands the effects of weather and of the need for reliable paint for his farm buildings, vehicles, implements, etc. When he comes to town an attractive display of paints, varnishes and brushes might well be set forth expressly for his own needs; while the carefully worded circular, calling attention to some particular line and hinting the advisability to paint, might be a judicious step that will win his interest and secure a sale.

His purchases are varied, but the following may be set down as the principal articles in which he is most likely to be interested:—

For his farm house there are ready mixed paints or white lead or zine in oil, according to whether he prefers to mix his own paint or employ one of the several accredited makes of ready-for-use paint.

For his out-buildings there are barn and roof paints, preferably in dark red, but also procurable in dark shades of green, brown and gray.

For his shingle roofs the stains now so effectively used on shingled roofs.

For his implements and tools the special paints ground in varnish and known as Carriage Paints.

For his carts and wagons the paints expressly made for this purpose in four or five bright colors and known as Farm Wagon Paints.

He should also be interested in good, durable varnishes, such as hard oil finish, a spar varnish and a good coach varnish for general purposes. For the in-

terior of his barns and stables it should be possible to interest him in one of the cold water paints, while the same might be employed to great effect in the interior of the farm house and particularly for the upper rooms, in place of wall paper or the antiquated lime wash.

If the interest of his women folk can be aroused—as it should be easy to do—there are other articles that might be readily sold. The chief of these are bedstead enamels, varnish, floor paint for kitchen, pantry and passageways, varnish stains for parlor and dining-room floors, polishing oil for furniture and the piano, now found in nearly every farm house, and stove enamel for the chief article of the kitchen.

A dealer who had cornered all the paint business in his town, and, in addition, increased his sales 15 to 20 per cent., tells how he did it:—

"Nearly all of that additional business," he said not long ago, "has come from the farmers. They are pretty hard people to change, and many have an idea that effort to sell them paints is useless. So it is—if it is abandoned at the first repulse. Keeping everlastingly at it is as necessary to sell paints as it is to succeed in advertising. That's what we have done, and the result is that we have nailed down the farmer trade in our territory.

"Let me tell you of one stunt that we pulled off, just to show you that we didn't wait for business to come to us. A farmer was erecting a new house a few miles from our town. It was located on a pretty prominent road, and in addition it was to be situated on top of a high hill. This meant that it could be seen for miles around. I and my partner saw right away that this would be too good an advertisement to overlook, so we determined to get that business, no matter what happened. We found the farmer a hard man to sell. He wanted a low price, and he wanted good stuff, too. Finally we made him a proposition that if he would use our paints instead of those offered by competitors, and would also use our color scheme instead of the one he had in mind, we would make him a big discount on the goods. The price we made was sufficient to cover the cost and a little more, but didn't expect to make any profit on the sale.

"He agreed to the plan, and we sold the order. The results were all that we had anticipated, and more. That house set upon a hill could certainly be seen from afar, and with the color scheme we had worked out it was like a painted billboard under a bunch of electric lights. It was a trifle louder, perhaps, than I would have ordered for a town house, but it not only made a hit with the owner, but attracted the attention of other farmers in that locality. You may not believe it, but we sold seven others within a month after the job was completed. We knew that every sale was made on the strength of that job, because each customer stated that he wanted something like the work we did for Bill Jones out on the Campbellsville road.

"A line of goods which didn't sell much in our part of the country is barn paints. The average farmer may paint his house rather frequently, but he allows his barn to stand unpainted, and ultimately rot because of the lack of attention. One of the reasons for this is that there is a good deal of timber in our section, so that the farmers have an idea that it doesn't cost much to replace a barn. We saw that in order to build up a trade on this we would have to hit at this feature.

"We ran a series of ads in our county papers which we knew reached the farmer thoroughly, in which we made points like this:

"If you paint your barn it won't cost you a cent. Why? Because the cost of labor and lumber is ad-

vancing so rapidly that the longer life of your barn, secured through the use of a good paint, more than pays for it. Every dollar spent adds \$10 to the value of your barn.'

"Don't insure your barn—it isn't worth it. Why not just let it burn and then rebuild? You know the answer to that. Make the same kind of answer to the question, 'Why don't you paint?' for paint is the best life insurance a barn ever had.'

"In addition to these and other similar advertisements, we used our mailing list with good effect, and though it took time, we soon had the farmers buying paints for their barns. At first we found that the regular line of barn paint was saleable for painting the roofs of houses, but it wasn't long before this material was going into use for the purpose for which it was originally intended. We sold a good deal of shingle stain, which contains creosote and is therefore a good preservative, as well, this going to farmers who wanted to paint barns which were built of rough material for which ordinary paints would not be suitable.

"The same arguments we used to get the farmers to paint their barns were applicable for their fences and other outhouses, and we used them with good effect. As I said before, the farmer doesn't change his mind suddenly, nor does he become convinced the first time you make a statement in his presence. On the other hand, if you have a good argument, and the paint dealer certainly has that, continued presentation of the facts finally wins him over, and he is a constant and permanent customer ever after.

"I referred above to the use of our mailing list. I believe that without exception this proved to be one of the best pullers for new business that we ever had. We had a machine for turning out form letters, such as one can get for a small amount, and we kept it working pretty regularly. All of the letters had the names written in at the top on the typewriter, and were sent out under first-class postage. We had a list that was permanent and constantly growing. We added names to it whenever we ran across a farmer who looked like a good, paying customer. We were constantly on the lookout for newcomers, and whenever sales of farms were made, requiring a change in addresses, these were inserted, so that our lists were constantly up-to-date. The books of the assessor and the tax lists of the sheriff were good sources of material for names, while every person who visited the store and appeared worth while as a permanent customer also went onto the list, as we usually had no trouble in getting the visitor to give us the facts we wanted.

"In my experience, the average small-town dealer, and I don't know but that the same thing applies to the dealer in the larger community, is always willing to furnish manufacturers whose goods he handles with lists of names to be used in sending out circular letters and other advertising matter. The trouble is the whenever there is a necessity for the use of a mailing list, it can be put to work without the need for working up a fresh list for the occasion. When this has to be arranged hurriedly it is always incomplete and frequently inaccurate, whereas when it is always at hand ready for use, it is complete, correct and fills the bill in every particular.

"Let me say a word, too, about the use of our county newspapers. The county paper, in my opinion, is more closely read than the city paper. What I mean to say is that when the day's work is over and the farmer comes in, he expects to secure recreation largely through reading. His local paper furnishes him with news of interest, and he goes through it line after line,

overlooking nothing. We had three papers in our town, which circulated all over the country, reaching probably seven or eight thousand farmers. We had an ad in one of them every issue, and varied it, so that we covered the entire local field in about three weeks, and our name and business were constantly before our customers. This, of course, helped with the townspeople as well as the farmers, but as the latter were the hardest to sell I am talking about them chiefly. We found that the use of small space, in which we changed our announcements regularly, always having something new and interesting to say, did us more good than the use of large space run at irregular intervals. That, again, is due to the habit of mind of the farmer, who is never convinced by one statement of a thing, but has to be won over by constantly re-stating the argument and dressing it differently each time so as to appeal to him from different angles.

"Another point that we found to be worth while was to keep our own store looking spick and span, always well painted and, as a matter of fact, a live demonstration for our goods. This is the best kind of an advertisement, and is always noted, and I have come to the conclusion that like charity, paint exploitation begins at home. We washed all our wood-work so as to keep it looking fresh, and whenever it began to show signs of wear we painted it, so that visitors saw that we believed in paint for ourselves as well as for them. I remember one day an old farmer named Henry Johnson came in and saw that we had recently painted.

"'Look here, Bill,' he said to his son, who was with him. 'These boys have gone and painted up their store. If they're willing to take their own medicine, by Jinks if I don't begin to believe it must be some good.'

"We proved to him that it was, and before he left the store he bought the material to paint his house and barn.

"There has been a lot said on the subject of window displays, and everything that has been said was worth saying. The oftener advice of that kind is repeated, the better. I found out by experience that my windows were real salesmen, and for that reason I kept them busy all the time. I had two big windows, and I changed one of them every day, so that each display remained in place two days. You will be astonished to know that this rapid change made the people who passed our store look in invariably as they went by to see what we had to offer.

"I didn't attempt any particularly elaborate or novel exhibits, although I worked in this kind of material whenever I could. The main idea was to show the goods, with a sign or some other way of telling just what they were to be used for. Thus the community was apprised in an effective way of just what we had to sell and the various uses to which the different lines could be put. The importance of this may be realized when it is remembered that the average person knows little about paints and probably doesn't understand that you have nearly the variety of stock that you are carrying on your shelves. How do you expect possible buyers to find it out unless you tell them? And the windows are the cheapest, quickest, and surest way of doing that."

Poor paint, like poor clothes, won't wear well.
Our paint is good.

Suggestion for Window or Interior Card

What Trade Associations are Doing

The Problem of Buying Right

Address by Henry Kreuger Before the Iowa Retail Hardware Association.

The old saying that goods well bought are half sold is more true to-day than it was before we had mail-order house competition. We often feel that we are paying too much for an article; at the same time if we should investigate we would find the price very reasonable. The main thing is that we all own these goods either at a uniform price, or at least as low as the mail order proposition owns them against us.

At the convention in Milwaukee a man asked what he should do to buy his goods for less money. I asked him the size of his town, and he said about 2,500. "How many jobbers do you buy of?" "One, two, three, four, five—" "Hold on," I said. "That is enough. You have too many travelling men on your payroll." He said, "I don't pay the travelling man." "Forget it," I answered, "every travelling man with whom you do business you help to pay the salary and expenses of. Remember that the travelling man's salary and expenses, in round figures, amount to \$1 an hour; so if he spend five hours in your store, your store is charged up with \$5, and your business has to pay it sooner or later, if you do business with him." The first thing to consider is the man who gives you the best goods, the best service and the best price. Simmer your buying down to two or three, and don't forget to let those two or three know that you have your buying confined to those three houses. If one of them gives you an inside price keep it to yourself. Before you know it, these two or three men will be bidding for your business. If one of them has an extra five or ten up his sleeve you are going to get it. If you buy on friendship you can't get the price. Business is a cold blooded proposition which involves dollars and cents, and that is what you and I are working for.

Too Many Ranges Shown.

I was in a neighboring state last November, and two other hardwaremen with me. We went into a store, and there were five baseburners on the floor, representing five factories. I don't know how much stove business the man did; I hope he was doing well. His store looked reasonably well and clean. But there was a case where a man had five different stove salesmen on his payroll, when one would be a great plenty in the town in which he was doing business.

All of our friends have tried to tell us how to sell goods. Some years ago we had a jobber in Milwaukee who gave us a talk, and his idea was that the principal thing needed to sell goods is salesmanship; that the money is made on the selling end. He said that if he compared the closest bought stock in Wisconsin with the easiest bought stock, there would only be five per cent. difference. Let us stop and see what that means. Here are two gentlemen—Mr. Miles and Mr. Abbott. Suppose they are in business in the same town, each one buying \$40,000 worth of goods during the year. We will say that Mr. Miles is a close buyer and looks

after that five per cent. Mr. Abbott is the easy buyer. That means that Mr. Miles has bought his \$40,000 worth of goods for \$2,000 less than Mr. Abbott. That \$2,000 is net; there is no expense to be charged up to that. I would ask any of you if that is not half of the net profits of almost any \$40,000 business.

Every merchant who sells hardware and has trouble in competing with any kind of competition, should take it up with the man who manufactures the goods through a campaign of letter writing. If five hundred retailers should write letters to all the manufacturers of wrenches, for instance, asking them for a price so that they could meet the catalogue house competition, or else take their goods out of the catalogues, something would happen. We must get busy and put up our troubles to the man who causes them.

The price of merchandise has been talked over a great deal. One thing you want to remember is that there is some point where the profit ends and robbery begins. Keep inside of that line. Be particular that the goods which you sell in competition with the mail order competition are priced right, and add on something to some specialty where you feel that you can get it.

Good Service Satisfies Customers.

Last November I went into a dining car on the Northwestern road. It was a brand new car, finished up in elegant shape, sparkling glass, clean table linen, shining chairs, everything slick and nice. The waiters were polite. When I got through with my meal a waiter bowed me out and said "Thank you," and "Good night." I had paid him about three times as much as I would at an ordinary restaurant, and yet I went away satisfied. What was it that satisfied me? It was service.

The keynote of modern business is service. You can't put anything into your store that will yield you the profit that good, first-class service will. A clean store, well arranged, everything plainly priced, everything to the front and on exhibition, means service. If an order comes in over the telephone, it doesn't make any difference if the man says this afternoon will do, send it now. What this nation needs is hardware education. It is up to us as retailers to instill in the minds of the consuming public a desire for more hardware and better hardware. If we will apply good buying, careful stock keeping and high-class service to our business, we will meet with success.

Mr. Abbott: In writing letters to the manufacturers as suggested by Mr. Kreuger, let each dealer write on his own letterhead in his own personal way. Ignore any association whatsoever. Don't get mixed up with your neighbor in making protests, but make your complaint over your own signature and on your own responsibility.

Mr. Kreuger: Before you write those letters, make a list of every wrench that you find in the catalogues, and tabulate the mail order prices on them. At the end you may put down the prices you pay, if you choose, and ask them what they expect you to do with

the wrenches under those conditions. Put down everything very plainly, so they can tell at a glance and don't have to refer to a catalogue. The manufacturers are lazy; you have to put this through a food-chopper and season it up or they won't touch it.

MERCHANTS AND FARMERS CONFER FOR THE TOWN'S GOOD.

There is a commercial club in a western town with a hardware dealer at its head who has set itself to the task of breaking down the barriers between town and country. In pursuance of this policy it one day last winter arranged to hold a reception and banquet and invite about two hundred representative farmers, most of whom accepted the invitation. The night appointed for the occasion was cold and raw, but the farmers came. A dozen heavily overcoated club members met the incoming teams, saw that they were comfortably housed, and conducted the visitors to the hall where they were taken charge of by a reception committee and made to feel at home. An orchestra was on hand to add zest to the occasion; cigars were passed and the members of the club proceeded to show themselves friendly, and by the time the party sat down to the banquet, the best of good feeling prevailed.

The secretary acted as toastmaster and arranged a programme of addresses, all bearing on the matter of community development, and incidentally assigned most of the subjects to prominent farmers. The representatives of the club spoke first by way of breaking the ice. The addresses by the farmers were for the most part a revelation. There was no palaver. Their talks were straightforward, friendly discussions of "how can we co-operate for the upbuilding of this community?" Even the dangerous subject of mail order competition and parcels post were touched upon and it was conceded that they might be injurious to the welfare of the community.

Two or three of the farmers gave their ideas on the kind of a town that was necessary for the best interests of the rural community. In addition to good schools, churches, repair shops, up-to-date stores, etc., particular stress was laid upon the farmers' need of a good market for their produce. The ideas expressed may be epitomized in the utterance of one of the farmers: "If you business men will handle our produce you will make yourself pretty near indispensable to us."

The members of the club are emphatic in the declaration that this banquet was the best investment the town has ever made, and the effect has not only been noticeable in business, but in other ways. A good road movement took shape that night; the farmers themselves taking the initiative. Plans are being perfected and work is to begin as soon as the weather will permit.

To maintain the ground it has gained, the club later followed up the banquet with a lecture on "The Romance of the Reaper," and an harvester company furnished the lecturer. The farmers were invited to attend without charge. The attendance was large and the farmers here caught the spirit and voted to hold their next agricultural institute in this town. The merchants have been invited and some have been asked to speak on this occasion.

The innovation is an excellent one and should be emulated by country merchants in all parts of the Dominion.

Ald. Chown Sent off With a Banquet

Ald. Russell C. Chown, of the hardware firm of W. W. Chown, Ltd., Belleville, was tendered an official banquet by the Mayor and corporation prior to his departure for Edmonton, where he will in future carry on business with his brother, Mr. W. A. A. Chown, as announced in a previous issue of the Hardware, Stove and Paint Journal.

The high esteem in which Ald. Chown and the Chown family are held in Belleville was amply testified by the presence of that city's representative men around the festive board.

Mr. J. W. Johnson, M.P.P., for West Hastings, and a former mayor of Belleville, said he had known the Chown family as far back as the Alderman's great grandfather. "They come of the best stock," he added, and concluded: "The Chown family cannot help prospering in the West. We will often think of you and you of us."

Mayor Vermilyea, the chairman, stated that he had heard with much regret of the departure of Ald. Chown



ALD. R. C. CHOWN

Of Belleville, who with his father and brother, W. A. A., is going into business in Edmonton. He left for Edmonton September 9.

and Mr. W. A. A. Chown. The members of the council will "miss his kindly face around the council board." "I don't mind people going west," said he; "but I do not like our young men to leave for we have a goodly heritage. But if the young men leave, we shall have to stay and take care of Old Ontario. Many Bellevillians have located in Edmonton and all have done well. We all hope Ald. Chown will make his fortune and return to reside in Belleville. Every citizen and every member of the council will wish him god-speed."

Ald. Bogle, vice-chairman, said he had known the Chowns for many years. Such people are an honor and a credit to any community. They have been good useful citizens, conferring many benefits upon the municipality by giving their time to its advancement. Ex-Mayor Chown and his sons have done everything in their power to improve conditions here. "The city cannot afford to lose good citizens, while endeavoring to make it bigger Belleville. But those who are going are men of ambition and all say, 'Go and do better. It is your privilege and your right.' Ald. Chown's success in the west is guaranteed by his work here."

This was only a sample of what a score or more of others said, and when Ald. Chown arose to reply he was visibly affected by these manifestations of the esteem in which he is held by those who know him.

He said he appreciated the kindness of those gathered around the banquet table, and had not expected such a sendoff. His purpose in going to the west is not only for his own advantage but for the sake of his family. He trusted that he and his brother and their families would be spared for a few years so that they might meet in Belleville again.

Ald. Chown, who has for some years taken an active interest in the affairs of the Retail Hardware and Stove Dealers' Association, having occupied the chair last year, will be greatly missed at the annual gatherings.

He has the good wishes of the trade in Ontario for his future success in the West.

Until the Belleville business is disposed of Mr. W. A. A. Chown will remain in that city. Mr. W. W. Chown, father of Messrs R. C. and W. A. A. Chown, is at present head of the firm of the Chown Hardware Co., Edmonton, and on Sept. 20 they take over the retail hardware business of Ross Bros., and will conduct it under the style of the Chown Hardware Co., Limited, a corporation that has been formed with a capital of \$150,000 for the purpose of doing so.

RELATIONS OF JOBBERS AND RETAILERS.

In an address before the New York State Association of Hardware Jobbers, in speaking on the subject of the relation of the retailer to the jobber, one of the members said:—

First: Recognize that the jobber is your friend and not your enemy. That he really is your partner in the present economic system. Select two or three jobbing houses in your vicinity, inquire into their strength, character, visit their place of business, look over their stock and their facilities for quick and active service, and, above all, make their personal acquaintance so as to judge of the men who direct the policy of the firm with whom you are to deal.

Second: Buy frequently of the jobber and in such quantities only as justify the belief that they will all be sold within sixty or ninety days of the time of shipment. This is the day of small purchases, quick sales, keen competition, and it is necessary to turn your stock several times a year if you are to make good.

While you may secure an extra 2½ or 5 per cent. by buying a large quantity of certain goods, instead of a sixty days' supply, which you may be urged to do by manufacturers' or jobbers' representatives, it is not good judgment to do so, and the dealer who does it loses in the long run, and it reflects upon his judgment and business acumen.

Third: Keep in touch with the jobbers of whom you buy goods and their representatives. Put it up to them to keep you posted on prices, new lines of goods and other information, if necessary, writing you, and then give the jobber the same trust and confidence in purchasing of them as the jobber gives you when he extends to you a liberal line of credit.

Fourth: Be prompt collectors of your own accounts, realizing that the modern tendency is to work towards a cash basis and that you are competing with mail order houses who insist upon cash payments in advance. Short credits make long friends.

Stick to your Association and it will never forsake you.

Fifth: It is generally recognized that the pitfalls which lead many retailers to "go to the wall" are:

First: Overbuying, from the various reasons and the straining of credit.

Second: The extension of credit to customers longer than should be granted in these days of small profits.

Third: The failure to give attention to working off dead or slow moving stock.

Fourth: Ignorance or failure to recognize that the cost of doing business to-day in the average retail hardware store is from 18 to 23 per cent. above the cost, and so, not recognizing this, they fail to add a proper amount for their own credit.

OUTLOOK IN THE WEST.

Writing from Cranbrook, B.C., under date of Aug. 14, F. W. Hollingsworth says: "I have just come over the prairie from Winnipeg straight through to Fernie, and it may interest you to know that the West was never more enthusiastic than this year. The grain is in some localities several weeks ahead of last year, and for about 600 miles back of Lethbridge they are waiting for 10 days' sunshine, and then they will cut—if they can get labor. Farmers, merchants, land speculators, automobile agents, etc., are anxiously watching the weather. Sunshine is worth \$100,000 a day to the West at present.

"As an indication of present conditions and future prospects, I hear that the lumber mills here have received sufficient orders in the last two weeks to fill them up for the year and lapping well into next spring. Last year they 'missed it,' for their trade here depends on the Alberta and Saskatchewan wheat cut, as their lumber goes east to these two points.

"It seems to me that the hardware business is going to be big this year in the West."

A GOOD COMBINATION.

Garnier & Henderson, one of Saskatoon's young and promising firms, make a combination that should ensure a successful future for the firm. Mr. Garnier had charge of the tinsmithing department in W. Hopkin's hardware store for a number of years previous to going into business for himself in the spring of 1911. Mr. Henderson had been with the Hub Roofing and Cornice Co., Saskatoon, and is a capable man in all departments.

The firm have just moved into their new shop, which is one of the most complete in Western Canada. It is 60 feet in length with a 20 by 30 sample room facing annex C. In addition they have a large warehouse in connection for metals and furnaces. The furnace they handle is the "Good Cheer."

It is their intention to handle cornice and furnace work on a large scale, as their shop is equipped with the latest machinery.

NEW AGENCY.

Henderson & Richardson, Board of Trade Building, Montreal, have recently been appointed agents for the Wilkie Rubber Manufacturing Co., Lynn, Mass., manufacturers of highest grade hard rubber tubes, rods, sheets, and molded forms for the electrical trades. This firm also makes a specialty of rubber gloves for electricians.

Quick and Profitable Sales

Baxter Banner Gas Ranges

Sell quickly and profitably, while others take up valuable space on your floor and depreciate in value from month to month.

These Special Features and Conveniences will appeal instantly to your Prospective Customers

Patent Divided Glass Oven Door

All the baking always in sight. No more food "burnt to a crisp"—everything baked exactly right. Glass guaranteed against breakage.

When open, the upper half containing the glass swings up entirely out of the way. The lower half goes down automatically and forms a perfect shelf, wide enough to pull the baking out upon—narrow enough so that a heavy roast can be put into the oven easily without holding it at arm's length over a hot oven door.

Sanitary Baked Japan Finish

Range body and castings have special, **non-rusting**, baked Japan finish. Beautiful and sanitary. Easy to clean.

Guaranteed Explosion-Proof

The oven burner cannot be lighted without opening the oven door. No cumbersome or dangerous pilot lights to get out of order, fail to ignite, or confuse the operator. "Safe and sane."

Aluminized Oven and Broiler

All the oven and broiler linings are covered with beautiful, silvery, aluminum bronze, making them bright and attractive.

One Oven Burner

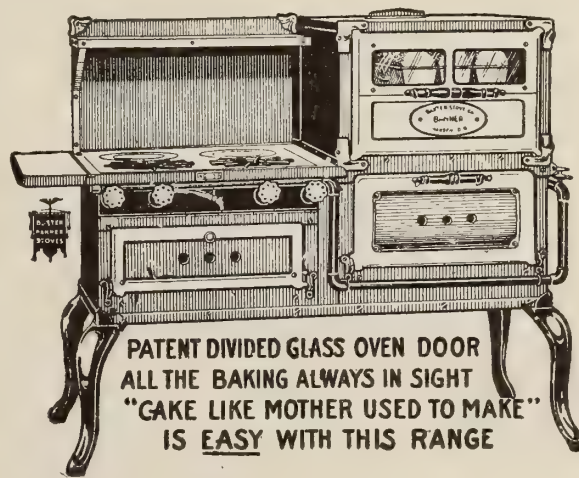
Our single oven burner uses much less gas and does better work than the double oven burners on other ranges. This **one** burner serves **both** oven and broiler, insuring perfect baking and broiling at lowest cost.

Get our Catalog No. 39 and decide the Gas Range question right this Fall!

Notice to Jobbers

We are now looking for two jobbers to represent us—one in Eastern and one in Western Canada. In addition to Banner Gas Ranges, we make a full line of ranges for coal and wood, both steel and cast, and a complete assortment of heating stoves for coal and wood—all well suited to the Canadian trade. Let us send you full details of our special jobbing proposition.

*"The Banner Line will
Boost Your Business"*



PATENT DIVIDED GLASS OVEN DOOR
ALL THE BAKING ALWAYS IN SIGHT
"CAKE LIKE MOTHER USED TO MAKE"
IS EASY WITH THIS RANGE

No. 518-528 Banner Gas Range



The Baxter Stove Co., Mansfield, Ohio

Minneapolis

St. Louis

Lincoln

Des Moines

SALESPEOPLE

SOME THINGS A CLERK SHOULD KNOW.

By Gus V. Wells

That he is never too old to learn.

That his employer's success is his success.

That his advancement depends entirely upon his own individual efforts.

That success is never attained without hard work.

That he will never get something for nothing.

That he should never be ashamed to do for his employer what he would have another do for him.

That he is not paid merely for his presence, but for his work—and is judged accordingly.

That it is his efforts and not his influence which brings promotion.

That the bottom of the ladder is the best place to start.

That when he starts at the bottom and works up he knows more than the man who starts in the middle—and usually falls down.

That persistency, consistency and integrity are the three virtues of success.

That our best retail merchants were once clerks like himself.

If you give your best to your employer, the best possible comes back to you in skill, training, shrewdness, acumen and power.

If you work with this spirit, you will form life habits of accuracy; of close observation; a habit of reading human nature; a habit of adjusting means to ends; a habit of thoroughness of system; a habit of putting your best into everything you do, which means the ultimate attainment of your maximum efficiency.

Resolve that you will call upon all of your resourcefulness, your ingenuity, to devise new and better ways of doing things; that you will be progressive, up-to-date; that you will enter into your work with a spirit of enthusiasm and a zest which knows no bounds, and you will be surprised to see how quickly you will attract the attention of those above you.

There is nothing that will hurt your business more than to let the stickers remain too long and accumulate too fast. Like the barnacles on a vessel's bottom, they will impede the progress of your trade. Put red mate marks on them.

Know the stock from the front door to the back, so as to be able instantly to put your hand on the article wanted. No customer wants to trade with a clerk who does not know the stock.

The clerk who accomplishes most is the one who makes the least fuss.

Many a man can tell you more about your business in ten minutes than you have learned in ten years. Listen to him; he may give you a quiet tip without knowing it. Only fools never listen to advice.

The most clever man is the one who surrounds himself with people more clever than himself.

Do not address a customer as "lady." Say "madam," unless you know her name.

Remember that politeness pays the biggest dividends. It is nature's free capital. Cultivate it.

The individual who is too lazy to do a thing will find plenty of excuses for not doing it.

Regard every hint and every suggestion which you

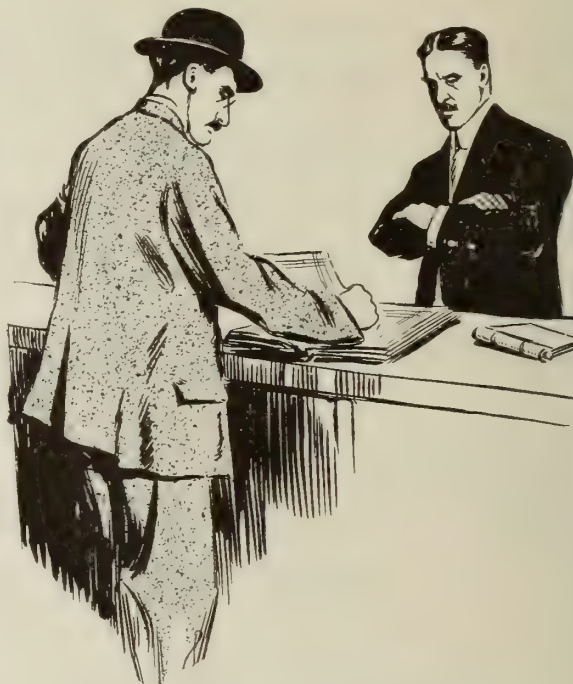
can pick up, every bit of knowledge you can absorb, as part of your future capital.

When we laugh at our troubles we lessen them. Troubles and smiles can never walk together.

Always imbibe and retain all the practical new ideas and adopt all the latest improved systems that you can find or discover.

It is a poor store, indeed, that has no reputation for being the best place to buy something. Make your store the best place in which to buy and you will win a warmer place in the esteem of the people than you can expect to obtain otherwise. You can not actually excel in every respect, but if yours is the best place to buy shoes your customers will be apt to think as you do.

A real salesman is one part talk and nine parts of judgment to tell when to use the one part of talk.



The clerk who takes orders but does not sell goods.

Get the idea into your head that you are being wronged and that everything is against you, and you cut your earning capacity in half.

Good help is costly, but not so expensive as poor clerks. Good service is worth what it costs. It takes money out of the till, but it puts more back in.

Keep working! Forget about the time and you will find that closing time will come too soon.

You are only useful to yourself when you are making yourself useful to others.

No man is down and out until he has lost faith in himself.

Do not show many different kinds of goods at once—you will confuse your customers.

One afternoon a woman rushed into the store, grabbed a clerk, and left her message: "I'll be right back to get them; I want a cookie cutter, a pound of nails, a beefsteak pounder, a paper of tacks, two fly killers, a yard of blue linoleum, a soap dish, an egg beater, a corn popper, some picture wire, a blue wash basin and a mop!" Then she dashed out.

"What did she want?" asked the proprietor.

"A—a mop," answered the dazed clerk.

"Just a Year Ago"

Since the introduction of "High Standard" paint in Canada, just twelve months ago, it has sprung with one bound into popular favor. It has become the first choice of discriminating merchants—"business builders."


Big successes have been made and will continue to be made with the "High Standard" Agency by progressive dealers, those who see a little bit farther than the other fellows, and clinch forethought with action.

Success comes in cans—failures in can'ts. The "can't-find-time" man, true to the common tendency to cling to old things, misses opportunities by his indisposition to investigate anything new.

Just brush out some "High Standard" in comparison with other paints and you will come pretty close to guessing why "High Standard" has gained such tremendous popularity in so short a time.

All progressive dealers will be interested in having our representative present the evidence and outline our unique and effective methods of attracting new Fall business for "High Standard" dealers.

Send him an invitation to call—don't say "To-morrow," but write—right now while the mood is on.


Lowe Brothers
LIMITED

TORONTO

Dayton

New York

Boston

Chicago

Kansas City

LYON-MONKHOUSE, LIMITED

Salter and Flora Sts.

Winnipeg

Sell

Glidden

Green Label
Varnishes

Endurance Wood Stains

Endurance Colorspar

and

JAPALAC

Made in 21 Colors
and Natural (Clear)

Renews everything from Cellar to Garret

*Because the Quality
Makes Them Stay Sold*

Sell

Glidden

Green Label Varnishes

Because the Quality Makes Them Stay Sold

**Ask
Us
About
Glidden
Endurance
Wood
Stains**

THE first page of this advertisement tells the whole story.

We could write a volume about Glidden discounts and Glidden terms and we could show you in plain figures how very profitable **Glidden's Green Label Varnishes**, Endurance Wood Stains, Endurance Colorspar and JAP-A-LAC are for you to handle. We could write another volume about Glidden advertising and Glidden co-operation, but the whole milk of the coconut is just this: It is good business for you to sell **Glidden Green Label Varnishes**, Endurance Wood Stains, Endurance Colorspar and JAP-A-LAC because the *quality* makes them *stay sold*.

Write for full information on our unusual offer to the trade. Use the attached coupon.

The Glidden Varnish Company
Toronto, Ontario

Factories: Toronto, Ontario Cleveland, Ohio
Branches: London New York Chicago

**The
Glidden
Varnish Co.**
Toronto, Ontario

Gentlemen—Send me full information concerning your unusual offer to the trade on Green Label Varnishes, Endurance Wood Stains, Endurance Colorspar and JAP-A-LAC.

Name.....

Address.....



SALES—PROFITS—STEADY DEMAND

Insured by This Pratt & Lambert Campaign

COVERING the whole United States and Canada, reaching consumer, painter and architect, the Pratt & Lambert Advertising Campaign, is creating an **ever-increasing** profitable demand for Pratt & Lambert Varnishes.

The Pratt & Lambert Quality Varnish story is told in large space in the great magazines of national circulation, such as the Saturday Evening Post. Handsome store signs, window trims, slips, booklets, newspaper electros and lantern slides, link this advertising to your store.

Varnish Talks, the Pratt & Lambert Painters' Magazine, reaches more painters than are reached by the combined circulation of the regular trade papers. In addition, Pratt & Lambert Advertisements also appear in the regular painters' papers. A special department gets architects to specify Pratt & Lambert Varnishes on new building work and this results in nice orders for Pratt & Lambert Dealers from painters.

Pratt & Lambert Varnishes move and keep on moving, because the goods live up to the advertising. "Not a single complaint in ten years" is the statement of a Pratt & Lambert Dealer in a large city, who claims that **he sells a greater quantity of Pratt & Lambert Varnish than any other brand sold in that city.**

Write for Our Interesting Selling Proposition

PRATT & LAMBERT-INC.
VARNISH MAKERS

30 COURTWRIGHT STREET, BRIDGEBURG, ONTARIO

FACTORIES

BRIDGEBURG, CANADA

NEW YORK
LONDON

BUFFALO
PARIS

CHICAGO
HAMBURG

Canadian Trade News

Joseph E. Wescott, a hardware merchant at Ailsa Craig, died a few days ago. He had been in failing health for some time.

A new building is to be erected by the Moose Jaw Hardware Co. It is to be on the corner of Fairford street and Seventh avenue and will cost \$30,000.

Forbes & Van Horne, Ltd., Vancouver, have re-opened their store at the corner of Broadway West and Bridge St.

The International Malleable Iron Co., Limited, has obtained a Canadian charter and will establish works at Guelph. Their output will be fifteen tons of castings a day.

Robert Stanley, Sault Ste. Marie, Mich., was in Swift Current recently looking for a site on which to locate a hardware store.

J. W. Peart, of Peart Bros., Regina, Sask., was recently in the East, accompanied by Mrs. Peart.

Fred A. Fisher, manager of the Enterprise Foundry Co., Sackville, N.B., is making a trip to the Pacific Coast, during which he will visit all the principal centers of trade in Ontario and the Western provinces.

The business of the Colp Hardware Co., Bow Island, Alberta, is advertised for sale. Stock and fixtures are valued at \$5,000.

Mr. H. Oecomore, Guelph, was in Toronto a few days during the Exhibition. "Business," he said in reply to a question, "is very good. Prices in stoves are not being cut as much as they were. In the tin shop I have 50 per cent. more hands employed and yet we are taxed to our full capacity."

NEW BUYERS AND CHANGES.

Alberta.

A. H. Melville is starting a hardware business at Cereal.

The Vegreville Hardware Co., Vegreville, have been incorporated.

Middleditch & Co. have opened a hardware store in Calgary.

The J. P. Powell Hardware Co. have established a store at Calgary.

Manitoba.

McLaughlin Bros., Plumas, have sold out to J. S. Kiteley.

Geo. Shortreed, formerly of Morden, has bought the hardware business of Sparling & Shore, Carnduff.

R. & A. E. Mansell have opened a hardware store at Leask.

A hardware store was recently opened in Dauphin by the Dauphin Hardware Company.

Ontario.

J. S. Allen, Burlington, has sold out to Gordon Cotton and H. A. Lorimer, who will carry on the business under the style of Cotton & Lorimer.

Saskatchewan.

Conlin & Evans, hardware and implements, Rose-town, have succeeded the Northwest Land Co.

Rodgers Bros., hardware and implements, Strassburg, have disposed of the hardware branch of their business to J. A. Howse.

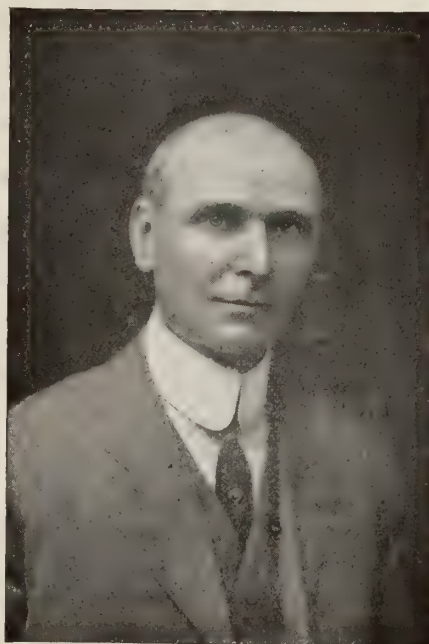
A hardware business is to be started at Saskatchewan by Joliffe and White.

H. C. Dick recently opened a hardware store at Hepburn.

C. A. THOMAS' APPOINTMENT.

The Sherwin-Williams Co. of Canada, Limited, announces the appointment of Mr. Charles A. Thomas as manager of the Ontario Division, a new sales division, organized with headquarters at 86 York Street, Toronto, Ont., where the offices and warehouse of the Company are located. Mr. Thomas is well known in the paint trade in Ontario, and he is one of the most successful paint salesmen in that territory, so that he will take up his new work well equipped to make a splendid success.

The appointment of a sales manager to take charge of the Ontario Division of The Sherwin-Williams Co.



CHARLES A. THOMAS
Manager of the Ontario Division of the
Sherwin-Williams Co.

has become necessary on account of the rapid growth of the business in Ontario.

Mr. Thomas was born in the town of Waterloo and started in a hardware store as clerk. Later on he travelled for M. & L. Samuel, Benjamin & Co. for about ten years until they sold out the hardware part of their business. He then travelled for H. S. Howland Sons & Co. for two years, leaving that position to go with the Sherwin-Williams Co. twelve years ago, his territory at that time being Western Ontario. Mr. Thomas took up his new duties Sept. 1st, and his many good friends throughout Ontario certainly wish him success in his new work.

ACCOUNTS DEPARTMENT IN WINNIPEG.

The rapid growth of their business in the West has made it necessary for the Sherwin-Williams to add to their Winnipeg office a complete accounts department, which will be in charge of Mr. J. E. Costigan, who for some time has held the position of cashier at their Montreal office. This new department went into operation on September 1.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

A-B Stove Company of Canada, Ltd., Montreal, is turning out a number of gas ranges, as illustrated. On account of location of the ovens, the style of range shown in cut has proven popular with housewives desiring to get away from the low oven type of range. The elevated pastry oven is large enough to do baking for an average size family, and baking, broiling or roasting can be done at the same time, with the same gas, as both baking and broiler or roasting oven at left side of range are operated by the same burner, thus economizing in the use of gas. Dealers desiring catalogue and full particulars concerning the line can obtain same by addressing the manufacturers.

The accompanying illustration shows the Eureka vacuum cleaner, reference to which was made in the last issue of the Journal. This machine, which is handled in Canada by the Onward Manufacturing Company, Berlin, Ont., is an electric suction cleaner of such a moderate price that hardwaremen should find a good sale for it among their better class trade. It only weighs nine pounds and is only eight inches high. Hardwaremen should write the Onward Company in regard to the matter.

The Chicago Tubing & Braiding Co., 117-121 N. Jefferson St., Chicago, announce an important addition to their lines. This is a tube called "Everlasting" (patent applied for); a steel-center tubing for stoves, hot-plates, etc., the steel being in one continuous strip. Another feature is the substitution of a special composition for the usual rubber or asbestos packing, which dries out. Over the composition (see illustration) is braided a covering of lustrous silkoline. The Chicago concern is the sole maker of this tube, and makes strong claims for it. The price of "Everlasting" is moderate and the profits are good. An aggressive selling campaign is being carried forward, and generous samples are sent on request.

The Rice Knight Co., Richmond Street, Toronto, have just placed on the market a new portable gas lamp that is finding a ready sale through the hardware dealers. This lamp is fitted with a large art dome shade, and makes and burns its own gas with a mantle

same as city gas. The light produced is pure white and of intense brilliancy, and the lamp is very attractive and an ornament for any home. For the farm trade, and for the smaller towns where no electricity is used the lamp cannot be equalled. It does away with the old coal oil lamp, and the constant filling and cleaning necessary when these are used. Dealers in towns where the lamp is at present not sold are re-



quested to get in touch with the above firm as this proposition is an attractive one, with good profits for the dealer.

The Burrows Manufacturing Co., 611 King St. W., Toronto, manufacturers of a patent dustless ash sifter, have turned over their line to the McClary Manufacturing Co., who will be the selling agents in the future. This sifter, cut of which appears herewith, is made with double rims, which permits of the cinders being dumped from the screen without dust escaping. It works on rockers and the ashes can be sifted cleanly and without waste. The firm's exhibit in the Manufacturers' Annex, under the grand stand, was a centre of interest on account of the demonstrations given there daily. Further information regarding this sifter may be had by writing the Burrows Manufacturing Co. or the McClary Manufacturing Co.

The Portland Mfg. Co., Portland, Mich., state that they have the largest plant devoted to washing machines in the United States. They make but one machine—the one here illustrated. This machine is built entirely in their own factory and is sent to the trade with the legs, cross-pieces, wringer board and motor



New gas range shown by A-B Stove Co., Montreal.



Eureka vacuum cleaner.
Handled by Onward
Mfg. Co., Berlin, Ont.



New Tubing, by Chicago Tubing & Braiding Co., Chicago.



The up-to-date merchant does not waste his time in pushing lines of goods that are not well known. If there is a leading, high quality, well advertised brand on the market he stocks it and by advertising the fact attracts to his store possible buyers who have become interested.

This means easier sales and larger sales. This is the experience of dealers handling Sherwin-Williams Paints and Varnishes. Sherwin-Williams advertising attracts the customers. Sherwin-Williams quality holds them. Are you selling Sherwin-Williams Paints and Varnishes?

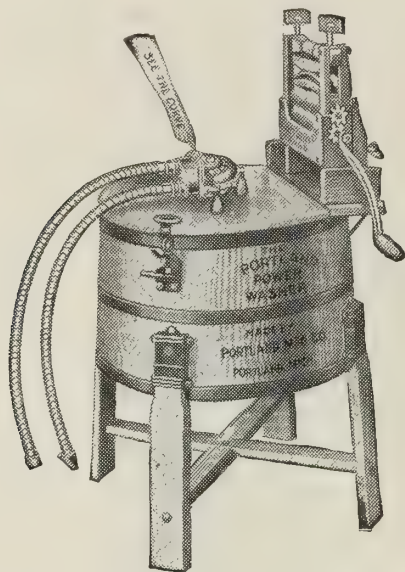


SHERWIN-WILLIAMS PAINTS & VARNISHES



Address all inquiries to *The Sherwin-Williams Co. of Canada, Limited*, Montreal, Toronto, Winnipeg, Vancouver

all attached, so that the dealer has nothing to do but tear off the crating and the machine is ready for use. The motor used in this machine is made of solid brass, all parts working in the water, and the motor does not need oiling. The manufacturers claim it will wash any



linen, even to the neck bands and wrist bands of a shirt, snow white, without any hard rubbing, and in the shortest time possible and with the smallest amount of water pressure. Circulars describing this machine may be had on request.

HEAVY HAMMERS TO ADVANCE.

It is understood that the prices of heavy hammers are to be advanced shortly.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

Henderson & Richardson, Montreal, are issuing an attractive enamelled tin sign (6½ x 14 inches) showing the Handy Die Stock, for which they are Canadian distributors. These signs will make a good addition to any display of these die stocks by the dealers handling them.

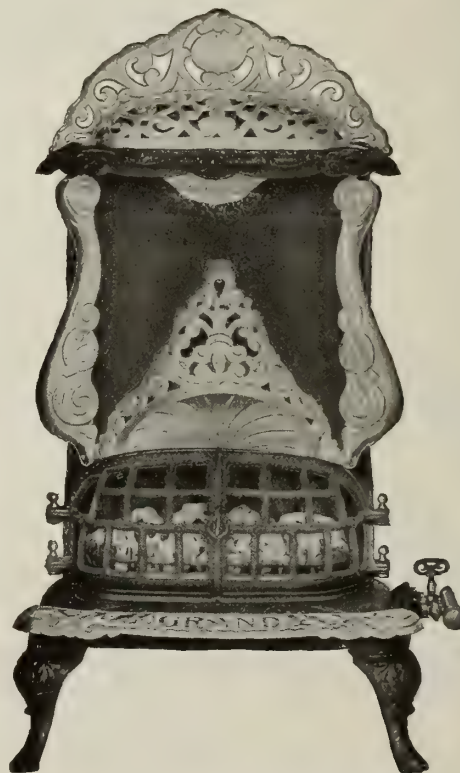
The Sherwin-Williams Co., Montreal, Que., have started their Fall campaign to help the dealers who are selling their line. Sample copies of several different advertisements are being sent to all agents, together with instructions as to how and when to use same. Electrotypes of advertisements that produce results will be sent to dealers for use in their local papers. A form of advertising adopted by a great many dealers in small towns is to have lantern slides shown in the local moving picture shows during intermission. To help dealers who employ this method, the Sherwin-Williams Co. will supply prepared lantern slides for this particular use. On top of these plans, the company is running large advertisements in all the high-class magazines in circulation throughout the Dominion, and they look forward to one of the largest seasons in their history.

The Enterprise Foundry Co., Sackville, N.B., have just issued their new catalogue. This is one of the most handsome books that has reached this office. It contains 92 pages and is filled with clear illustrations and descriptions of all the high-class lines manufactured by this firm. The cover is done in a pleasing shade of brown, in fancy design and heavily embossed. Besides cast and steel ranges, cook stoves, heaters, furnaces, and fireplace fittings are listed. Valuable information regarding the setting up of stoves and furnaces also is given, showing the right and the wrong way in which to install these. The book is a valuable one and should be in the hands of every hardware dealer desiring to handle a good line of stoves.

The Hamilton Stove & Heater Co., Limited, Hamilton, Ont., have issued a magnificent 120-page catalogue showing cuts and giving descriptions of their well-known lines, together with prices for the coming season. This book is printed in black and a tint, giving it a handsome appearance. Not only are the stoves and furnaces shown, but cuts showing the various parts are published, which will prove of interest to all hardware dealers and stove men. Gas stoves and ranges, water heaters, side wall registers and the famous "New Idea" and "Souvenir" furnaces are featured throughout. A copy of this useful book may be had for the asking.

The D. Moore Co., Limited, Hamilton, Ont., have issued a supplement to their 1912 catalogue. This contains complete descriptions of their "Treasure" base burners, together with handsome illustrations of same. Copies may be had free on request.

The Onward Manufacturing Co., Berlin, Ont., are sending to the trade a circular giving selling points on their sliding furniture shoes. It is well illustrated and should be called for by every dealer. The sale of these goods is going ahead by leaps and bounds. One Winnipeg jobber recently bought 5,000 sets and the King Edward hotel purchased, through a Toronto house, a second lot of 75 sets.



Gurney-Oxford Grand Heater No. 10—One of a series of new ranges and heaters for natural gas just being introduced by the Gurney Foundry Co.

Are You Stocked Up In Maple Leaf Lines For Fall?

See that you carry the lines that we help you sell through our organized department for developing sales for the retail trade. It means profit.

M-L Paints

are purest and best pigments ground in best oil, all ready for use. Good covering power and long protection in every tin.

Floglaze

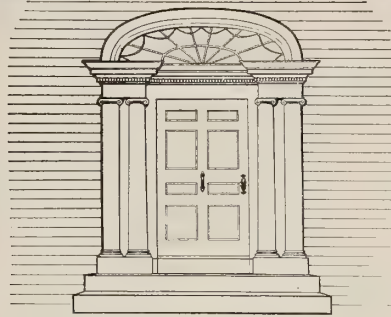
a finish in all colors for floors, autos, buggies, outdoor furniture, etc. Get cards and prices. Good for indoors or out.

Flat Wall Colors

a washable non-streaking finish for interior walls and plaster. Get cards and prices.

Elastilite

a wonderful varnish for indoors or out, except for floors. Flows perfectly. Weather proof and exceptional in finish.



Fall Painting

For the benefit of the trade, we are advocating fall painting. Our advertising campaign is just starting. From this campaign we turn over hundreds of orders to local dealers. Every pennysworth of M. L. Lines is handled by our dealers.

Is your stock of our goods in proper condition for this business, Mr. Dealer? Remember to get our new color cards, etc.

IMPERIAL

VARNISH & COLOR Co., Ltd.

6-24 Morse St.,
Toronto
108 Princess St.,
Winnipeg
365 Water St.,
Vancouver

501



QUALITY



QUALITY LINKS PAINT- TO PROFIT

"Quality" is the strongest link in the business chain—high quality is the link that holds trade—that binds the interest of the buyer and seller together. The qualities that make

MARTIN-SENOUR PAINT 100% PURE

the best for the paint man to sell, make it the best also for paint users to buy. The first sale settles the question of *quality* in the paint user's mind, because he discovers the other links—economy and durability—are as strong as the link *quality* and his satisfaction is complete. Sell that kind of paint and profit by the satisfaction that brings the buyer back again and again. Write today for the agency.

THE MARTIN-SENOUR CO., Limited

Pioneers of Pure Paints

MONTREAL

CHICAGO

WINNIPEG

LINCOLN

Market Situation

Markets.

The Hardware

Trade conditions generally are in excellent shape, and jobbers are busy on Fall shipments. Prospects look excellent for a big season and indications are that this year will be far ahead of others.

Prices are being well maintained on all lines and advances are daily looked for in wire nails and all wire products. This has been caused by the exceptional demand and the increased price of raw materials. "If we had to base our selling price on wire nails on the present price of raw materials," said one manufacturer, "there would be an advance immediately."

Shot has advanced two cents within a week and is now quoted at 10 $\frac{1}{4}$ c. f.o.b., Toronto. Prospects are that it will go even higher.

Ammunition, guns and rifles are going out freely. The chances are that there will be a shortage on the cheaper grades of double-barrelled shot guns. The demand this season has been enormous. Rugby supplies and other Fall sporting goods are moving well.

Now that houses are nearing completion and builders are busy trimming them up, there is a brisk demand for locks, sash cord and pulleys, mantels, etc. The past year has seen a lot of new buildings erected and retailers all over the country are having a big season. Building papers and prepared roofing are going out fast.

A good sorting trade is being done in threshing tools. The past season has been a good one and dealers have reaped the benefits.

Pipe, bar iron, galvanized iron and other lines of heavy hardware are having a big run at present.

Axes, crosscut saws and buck saws are now being shipped in large quantities. Ax makers report that they are away behind with orders, and it is predicted that jobbers' stocks for sorting up will be short. One manufacturer said that already this season he was 9,000 dozen behind in his orders. In view of this, it would be well for all dealers to get their orders in right away if they wish delivery in any decent time.

* * * *

Paints, Oils and Glass.

There has been an excellent paint trade for this season of the year. It is usual for busi-

ness to fall off during exhibition time, particularly in the country, and while this year has been no exception, trade was better than last year.

The market shows some reductions, more particularly in linseed oil. Prices have been going down gradually for some time past, owing to excellent crop reports and present quotations are 85 cents for raw and 88 for boiled, in barrel lots. These prices are lower than is warranted when the conditions in the English market are taken into consideration. The English price is based on crop reports and other features all over the world, and the Canadian price is generally ruled by the figures over there. Prices in the Old Country are fairly high, but keen competition in this country has forced the price down.

Turpentine is lower than it was and is now selling at 64 and 65 cents, in single barrel lots. There is a good demand.

White lead, on the other hand, is firmer than ever. The present price is \$8.15, but it is more likely there

will be another advance right away. Although lead is becoming less scarce, the price is getting firmer. Red lead is, of course, higher, in sympathy with white.

Putty is very scarce and the price for pure is now \$3.50 per cwt.

Glass is in good brisk demand owing to building operations closing up and is already higher in price. Prospects are for still higher figures.

A LIFE LINE TO CANADIAN WHEAT GROWERS.

"Some things can be done as well as others" when everybody pulls together to meet a crisis, and a very striking example of what can be done is the story of the relief train that went whizzing from the Atlantic Coast out to Winnipeg in Manitoba, carrying 600,000 lbs. of binder twine to relieve a desperate shortage of that article in the wheat region. Nearby sources of binder twine were overtaxed and it looked as though a quarter of a million acres of fine wheat would be lost for lack of twine to tie it up. This was a trying prospect for a bumper crop.

Help came from North Plymouth, Mass., way out on the Atlantic Coast, some 2,000 miles away. The Plymouth Cordage Works at that place spent a week loading a solid train of freight cars with 600,000 lbs. of binder twine. Agents of the company meanwhile, were arranging with three railroad companies to put that trainload of twine through to Winnipeg in record time, and they did it. The express passenger time from Boston to Winnipeg is about sixty-two hours on the fastest through train. The big twine train had to do this run and forty miles more.

Everybody pushed that train. The Canadian customs officers put it through inspection in one hour's time. It left Montreal the first morning out behind the Canadian Pacific through passenger express for Winnipeg with right of way over everything else on the line. It reached Winnipeg only four hours after the through passenger, seventy hours and forty-five minutes from Plymouth to Winnipeg, practically on passenger schedule for the entire distance, which it made in forty-five hours less time than the railroads had promised.

From Winnipeg the dealers began to do their part and distributed the all-important twine through the districts where the twine famine prevailed. They were the last link in a chain that hauled in something like a quarter of a million acres of ripe grain from destruction. It is probably the biggest job of its kind on record.

MAYOR MOORE OF WILKIE.

Mr. Abe Moore, a hardware merchant of Wilkie, Sask., and who, between times, as Mayor, "runs" the town in which he is located, was in Toronto during the Exhibition for the fourth time this year.

"Business," he remarked to the Journal, "has been fairly good, particularly when we take into account the poor crops of last year. Now that the crops are assured business will be good and bad accounts better."

"Our town, which had a population of 500 last year, has now one of 1,600, and in consequence of the large number of buildings which have been erected during the year our trade in builders' hardware has been excellent."

Mr. Moore went west from Teeswater, Ontario, about five years ago, and like many another man who has gone West, has made good both in business and real estate, to say nothing of in public life.

Experience Proves
"QUEEN'S HEAD"



Galvanized Iron

to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
 Makers

Bristol, Newport

A. C. LESLIE & Co., Limited
 MONTREAL

Managers Canadian Branch

Quality sells our Glass

When buying Window Glass, see
 that you get the world-wide brand



Manufacturers of all kinds of British
 Window Glass, Polished Plate, Silvered
 and Bevelled Plate, Wired, Rolled and
 Cast, Rolled Cathedral, Figured Rolled
 White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
 WINNIPEG

TORONTO
 VANCOUVER

Works:—St. Helens, England

You Cannot Make a High Grade Paint Unless You Use High Grade Raw Materials

Every can of B-H "ENGLISH" PAINT carries a guarantee label.
 This label shows that B-H "ENGLISH" White is made from 70%
 Brandram's B.B. Genuine White Lead, 30% Pure White Zinc, Pure
 Linseed Oil, Turpentine and Dryer.

This label shows that all shades of B-H "ENGLISH" Paint that
 can be made on a white base are made on a base of 70% Brandram's
 B.B. Genuine White Lead and 30% Pure White Zinc.

Quality counts.

Address our nearest office

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

PREVAILING MARKET PRICES.

Toronto, September 12th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 17½
Antimony, per lb.	0 10
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 18½
Sheets, plain, 14 oz. base	0 26
Sheets, tinned, 14 oz. base	0 27
Sheets, plished, 14 oz. base	0 34
Sheets, braziers	0 26
Bars, round ½ to 2 in. .	0 24

Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, Toronto	2 90
All bright, 52 sheets	4 00
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	6 10
24 gauge, per square	5 00
26 gauge, per square	3 85
28 gauge, per square	3 65

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less.	

Apollo brand Toronto	
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English)	3 95
10½ oz., equal to 28 Eng. 4 25	

Iron Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel 2 15	
Iron finished steel, 2 15 2 25	
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1 18 25	
Middlesboro, No. 3	21 00
Radnor (charcoal)	32 50

Lead, Canadian pig	6 75
Imported pig, 100 lb.	6 75
Bar pig	7 00
Sheets, base, 2½ lb. sq. ft.	7 50
Pipe and waste	9 35
Traps and bends	30 p.c.

Solder, half and half, lb. .	30
Spelter, foreign, per 100 lb.	6 75
Sheet Zinc	8 50
Tin, ingots, 100 lb.	50 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Ret-	
tinued.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard

Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40
Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 75
72x30 up to 26 gauge,	
case lots.	8 50

Scrap Metal, Dealers' Buying

Prices—	
Heavy Copper and Wire lb.	13
Light copper bottoms	10½
Heavy red brass	11
Heavy yellow brass	11
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap.	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00 1 10

Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue	
Stone)	0 06
Litharge, ground	0 5½
Litharge, flaked	0 06
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green,	
pure	0 15
Marine black, 25 lb. irons	
Signwriters' black, pure. .	0 17
Glue, in sheets.	0 10 0 15
1 lb. packages (Brantford)	
0 25	

Petroleum—	
Can. Prime white, gal. 0 12	
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08 0 09
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½

Putty—	
1st.	
Bulk 100 lb. drums	2 90
Bladders in barrels	3 50

Ready Mixed Paints—	
Per gallon, qt. tins. 1 65	
2 00	

Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	5 50
Genuine, 100 lb. kegs,	
per cwt.	6 00

Shingle Stains—	
In 5-gallon buckets.	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 64
Linseed Oil, single barrel,	
raw	0 85
Linseed Oil, single barrel,	
boiled	0 88

Rosin, "G" grade, bbl. lots,	
100 lbs.	3 60

Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size Japan	2 00
Turps brown Japan	1 60
Baking black Japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints, per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons.	8 15
Canadian pure, ton lots. .	8 00

White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 10

Window Glass—	
United Inches	
Star D.D.	
Under 26	4 25 6 25
26 to 40	4 65 6 75
41 to 50	5 10 7 50
51 to 60	5 35 8 50
61 to 70	5 75 9 75
71 to 80	6 25 11 00
81 to 85	7 00 12 50
86 to 90	15 00
91 to 95	17 50
96 to 100	20 50
Toronto, 15 p.c. on Star, 20 p.c. on	
Double.	

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz. 0 60	
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. .	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05½
Chain—Proof coil, per 100 lb. ¼	
in., \$6.00; 5-16 in., \$4.85; ¾	
in., \$4.25; 7-16 in., \$4.00; 1	
in., \$3.75; 9-16 in., \$3.70; 1	
in., \$3.65; ¾ in., \$3.60; 1 in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 35	
and 5.	

Forges—	
Blacksmith's portable, 135	
lbs.,	9 85

Horse Nails—	
\$2.80 per box base No. 9 and	
larger; Samson No. 10 base 2 25	

Horseshoes—Iron, light & me-	
diu, No. 1 and smaller, \$3.75;	
No. 2 and larger, \$3.50; snow	
pattern, No. 1 and smaller,	
\$4.00; No. 2 and larger, \$3.75;	
"N.L." new light steel, No. 1 and	
smaller, \$4.10; No. 2 and lar-	
ger, \$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.25;	
special countersunk steel, No.	
0 to 4, \$5.50 pkg; toe-weight,	
all sizes, \$6.00.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base	2 20
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	

Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33-1.3 p.c.	
Pressed spikes, ¾ diameter, per	
100 lbs., \$2.85.	

Annealed Wire, base \$2.50	
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Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per	
100 ft.,	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	

Poultry Netting—2-in. mesh, 19	
w.g., 60 and 2½ p.c.	

Smooth Steel Wire—base, \$2.35.	
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Wire Fencing, car lots—Toronto,	
Galvanized, barb	2 25
Galvanized, plain twist ..	2 60

Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	

Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	

Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	

Wrought Staples—	
Galvanized	2 85
Plain	2 60

Vises, per lb.	0 12
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Hinged pipe vise, 25 lbs. 8 55	
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Saw vise	4 50 5 00
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Blacksmiths', 60; parallel, 45	
--------------------------------	--

per cent.	
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GENERAL HARDWARE.

Adzes — Carpenters', per	
doz.	12 50 14 00

Axes — Single bit,	
per doz.	6 00 9 00

Double bit, per	
doz.	10 00 12 00

Bench axes	6 75 10 00
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Broad axes	22 75 25 00
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Hunters' axes ..	5 00 6 00
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'Boys' axes	5 75 6 50
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Lathing hatchets 4 70 10 00	
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Shingle hatchets. 1 45 6 75	
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Claw hatchets ..	1 70 5 00
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Barrel hatchets ..	5 50 6 85
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Ammunition—"Dominion" Rim Fire	
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Cartridges and C.B. caps, 50, 10	
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& 2½ p.c.; B.B. caps, 50, 10	
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and 2½ p.c.; Centre Fire Pistol	
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Cartridges, 25 and 2½ p.c.;	
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Centre Fire Sporting and Military	
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Cartridges, 10 and 10 p.c.;	
-----------------------------	--

Primers, 10 and 2½ p.c.; Brass	
--------------------------------	--

Shot Shells, 45 and 12½ p.c.;	
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Shot Cartridges, discount same	
--------------------------------	--

as ball cartridges.	
---------------------	--

"Crown" Black Powder, "So-	
----------------------------	--

vereign" Bulk Smokeless Pow-	
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You know, Mr. Dealer —

consumers don't use

INTERNATIONAL VARNISHES

and

VARNISH SPECIALITIES

because they like the name or
because they like you.

No! They use them because
they have found them uni-
form, reliable and satisfac-
tory.

You can't afford to be with-
out this line of goods on your
shelves.

Write for particulars and ask
for our policy of co-operation
with the Dealer.

Every can contains full Imperial
measure.



Canadian Factory of Standard Varnish Works

TORONTO

WINNIPEG

NEW YORK
BERLIN

CHICAGO
BRUSSELS

LONDON
MELBOURNE

Largest in the world and first to establish definite standards
of quality

1-44

"Lingerwett" Extra

Varnish Remover

Fast cutting, slow drying with wonder-
ful solvent power for rapidly removing
VARNISH, PAINT, ENAMEL,
ETC.

"LINGERWETT" is the "LIVE
WIRE" for quick and easy stripping
of Varnished or Painted Surfaces.

It is the "Minute Man" in Remover.

The strongest and most satisfying
product ever offered.

*Write for Case Lot Proposition
Assorted Sizes*

Gallons—Halves—Quarts—Pints

SANDERSON PEARCY & CO.

61-63-65 Adelaide St. West Limited
TORONTO

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

**Tents, Flags, Awnings, Sails, Horse Blan-
kets, Waterproof Goods, Coal Bags and
every description of Camping Goods.**

*Send us your orders for Tents and keep them in
stock. They are put up in bags to keep them clean.*

J. J. TURNER & SONS

Peterborough, Ont. Regina, Sask.

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited

46 Adelaide Street West, Toronto, Ont.

Bells—Door bells, push and turn, 45 and 10 p.c. Cow bells, 65 p.c. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells, No. 1, \$1.65.	Hammers—Tack, iron, doz. 0 35 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers hammers, 10 oz., doz. 5 60 Tinners setting, ½ lb., doz. 4 50 Machinists, ½ lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 06 Sledge, Masons, 5 lbs. and over 0 08 Sledge, Napping, up to 2 lbs. 0 09	Cotton clothes line, 18 off. Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 26 Wrapping, cotton 4-ply twine 0 30 Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35	and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10. Thermometers—Tin case and dairy, 75 to 75 and 10 p.c. Tinners' Snips—35 per cent. Tinners' Trimmings—45 per cent Plain and retinned, 75 and 12½. Traps (steel game)—Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. Victor, 60 and 5 per cent. Oneida Jump (Star), 50, 10, and 5 per cent.	
Building Paper, Etc.— Tarred slater's paper, per roll 0 70 O.K. paper, No. 1, per roll 0 75 Plain Fibre, No. 1, per 400 ft. roll 0 45 Tarred Fibre, No. 1, per 400 ft. roll 0 55 Tarred Fibre Cyclone, 25 lb., per roll 0 55 Dry Cyclone, 15 lbs. 0 45 Plain Surprise, per roll. 0 40 Resin sized Fibre, per roll 0 40 Asbestos building paper, per 100 lbs. 4 00 Heavy straw, plain & tarred, per ton 37 00 Carpet Felt, per 100 lbs. 2 50 Tarred wool roofing felt, per 100 lb. 1 80 Pitch, Boston or Sydney, per 100 lbs. 0 70 Pitch, Scotch, per 100 lbs. 0 65 Heavy Fibre, 32 & 60, per 100 lbs. 3 00 2 ply Ready Roofing, per square 0 70 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 35 Liquid Roofing Cement, brls. per gal. 0 15 Liquid Roofing Cement, ting 0 20 Crude Coal Tar, per barrel 3 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 4 50 Shingle varnish, per barrel 4 50 Caps, per lb. 0 06 Nails, per lb. 0 05 Mop, cotton, per lb. 0 15	Harvest Tools, 50 and 5 p.c.— Samson, best quality, 50 per cent. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 45 and 10 per cent. Lawn rakes, net. Hinges—Blind, 50 per cent. Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25. Light T and strap, 65 p.c. Screw hook and hinge, \$3.50, \$4.50. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. Hinges (Spring)—Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10. Hooks—Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c. Ladders—3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c. Extension ladders, 15c. per foot up. Lanterns—No. 2 or 4 Plain Cold Blast, per doz. \$6.75. Lift Tabular and Hingle Plain, per doz., \$5.00. Japanning, 50c. per dozen extra. Prism globes, per dozen, \$1.20. Lamp wick, 50 per cent. Lawn Hose—Competition grade, 70 and 5. Locks and Keys—Canadian 50 and 19 per cent. Mallets—Tin Smith', 2½ x 5½ in., per doz. 1 25 Carpenters', round hickory, 6 in. 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 Mattocks—6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers, 16½ cents per lb. Drilling hammers, 6 cents per lb. Crowbars, 3½ cents per lb. Oilers—Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 40 p.c. Zinc and tin, 50 p.c. Coppered oilers, 50 p.c. Brass oilers, 50 p.c. Malleable, 75 p.c. Planes—Wood bench, Canadian, 40, American, 25 p.c. Wood, fancy, 30 to 35 per cent. Rope and Twine— Sisal rope 0 093 Pure Manila rope 0 143 "British" Manila 0 11 Cotton, 3-16 inch and larger 0 24 Russia Deep sea 0 16 Jute 0 094 Lath Yarn, single 0 08 Lath Yarn, double 0 083 Sisal bed cord, 48 feet, per doz. 0 65 Sisal bed cord, 60 feet, per doz. 0 80 Sisal bed cord, 72 feet, per doz. 0 95	Rivets and Burrs—Iron Rivets, black and tinned, 60, 10 and 10. Iron Burrs, 60 and 10 and 10 per cent. Copper Rivets, usual proportion burrs, 35 and 12½ per cent. Copper Burrs only, 22½ p.c. Rivet Sets—Canadian, 35 to 37½ per cent. Sad Irons—Mrs. Potts, No. 55, polished, per set 0 90 Mrs. Potts, No. 50, nickle-plated, per set 1 00 Mrs. Potts, handles, japanned, per gross 8 40 Common, plain 4 25 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper, 35 p.c. Sash Weights—Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 65 Sash Cord—No. 8, per lb. 0 31½ Screws—Wood, F.H., bright and steel 85 10 and 12½ Wood, R.H., bright 80 10 and 12½ Wood, F.H., brass 75 10 and 12½ Wood, R.H., brass 70 10 and 12½ Wood, F.H., bronze 70 10 and 12½ Wood, R.H., bronze 65 10 and 12½ Drive screws 85 10 and 12½ Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine)— Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades— Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50, 45 and 2½ per cent. Soldering Irons— Base, per lb., 28 cents. Sap Spouts— Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples— Poultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. Bright spear point, 75 per cent. Stovepipes — 5 & 6 in., per 100 lengths. 7 62 7 inch, per 100 lengths. 8 18 Nestable, 40 per cent. 5 and 6-inch elbows, per doz. 1 22 7-inch elbows, per doz. 1 35 Thimbles, 70 p.c. Carpet tacks—blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	Wheels— Navy, steel wheel, dozen 21 20 Garden, steel wheel, doz. 32 40 Wrought Iron Washers—Canadian, 50 per cent. 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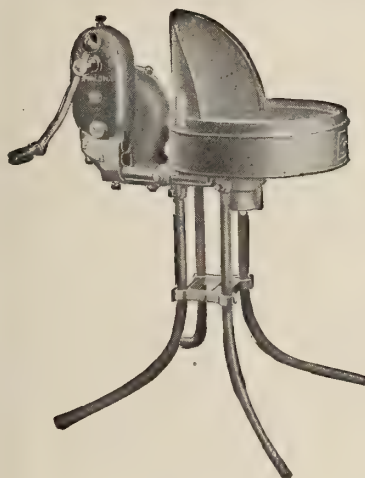
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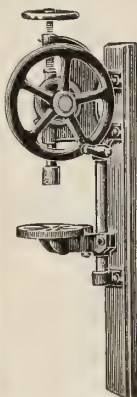
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B. Greening Wire Co., Hamilton.
- WOODENWARE.**
Meakins & Sons, Hamilton.



Here's a Good Seller

A dealer who can offer an Al Varnish, which can be used for outside as well as inside work, is always in line for profitable sales. When he handles

Ramsay's Universal Varnish

he knows he has one which carries "consumer satisfaction" in every drop. This is the kind we offer and which carries a good margin of profit for the dealer who sells it.

*We Want You to Sell it and Invite
You to Become a Ramsay Agent.*

A. Ramsay & Son Co.

Paint Makers Since '42

Montreal

WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for \$1.00. Cash must accompany order. No accounts booked.
SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

BUSINESS CHANCES

HARDWARE BUSINESS FOR SALE—that flourishing and money-making hardware business of the late Chas. A. Purvis, in Webbwood, a going concern, with horses, drays and all appliances necessary for conducting a successful business. Stock estimated from \$8,000 to \$9,000. Store and storehouses can be bought or rented. This has been one of the best money-making hardware businesses in Ontario. Apply to James Purvis, Executor, Box 125, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

FOR SALE—HARDWARE AND TINSMITHING business, established 17 years, in a village in Eastern Ontario. Good farming country. Good reasons for selling. Address Box 126, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

CLERKS WANTED

HARDWARE CLERKS with a few years' experience. Must be capable of looking after stock and good salesmen, reliable, temperate and not afraid of work. Apply to THE WELLS HARDWARE CO., Ltd., Fort Frances, Ont.

TINSMITHS' TOOLS

FOR SALE—COMPLETE SET TINSMITHS' TOOLS, \$135. Apply Box 127, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street 52 Canada Life Building
 Toronto Montreal

The PARMENTER BULLOCH CO. Limited

GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
 67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

We Ship Promptly

Try us for

Cordage
 Wrapping Twines
 Cotton Duck
 Oiled Clothing

We are sole selling agents

The Hopkins Mfg. Co., Limited

Mfrs. of Bags, Tents,
 Tarpaulins, Flags
 and

The Dominion Waste Mfg. Co.,
 Limited

Mfrs. of Cotton and
 Wool Waste

Scythes & Company Limited

TORONTO

MONTREAL

HEAVY GALVANIZED STEEL

No trough to compare with this on the market. Capacity of standard size about 10 imperial gallons to the foot. Other sizes made to order. Lengths, 6, 7, 8, 10, 12 ft., without a seam.

A Fast Seller to Farmers



STOCK WATERING TROUGH

No rivets to rust out; the end is fastened by our patented device. Stands 13 inches high and measures 18½ across top. Weight, about 14 lbs. per lineal foot.

Write Now for Quotations

ERIE IRON WORKS, Limited, Makers, ST. THOMAS, ONTARIO

DOMINION BOLT AND SCREW COMPANY, LIMITED, TORONTO, CANADA

Independent Manufacturers of High-Grade

MACHINE BOLTS CARRIAGE BOLTS & COACH SCREWS

If your trade demands the best, then your source of supply should be our factory. Write for prices. Pleased to quote

Pease Economy Furnaces

**WRITE FOR
CATALOGUE
AND PRICES**

PEASE WALDON CO., LIMITED
WINNIPEG

PEASE FOUNDRY COMPANY
TORONTO

PEASE PACIFIC FOUNDRY LIMITED
VANCOUVER

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"OAKVILLE" PURE ALUMINIUM COOKING UTENSILS

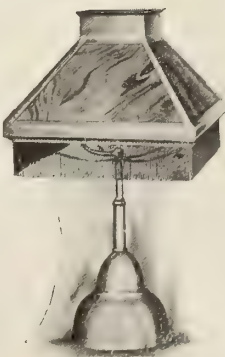
"WILL OUTWEAR ANY WARE"

Each article made from a single piece of Aluminium. No cracks or seams, will not scorch or burn. Heat passes through aluminium two or three times as fast as through tin or iron, cooking food more quickly. Highly polished finish, making excellent displays on windows or shelves. **Their fine appearance backed by their finer quality, make them quick sellers.**

Our Guarantee—If the goods are not satisfactory, return them at our expense and we will return your money, or credit your account.

WRITE FOR TERMS AND FULL PARTICULARS. PROMPT SHIPMENT.

THE WARE MFG. CO., LIMITED, Offices: 220 King St. W., Toronto Factory at Oakville, Ont.



The R-K Portable Table Lamp

This beautiful table lamp makes and burns its own gas using a mantle same as city gas. It is neat, clean and simple, cannot explode, makes no smoke or smell and is an ornament in any home. Is fitted with large art glass dome shade giving it a very neat and rich appearance.

Mr. Dealer:—Thousands of these lamps are now being sold. They are just the thing that

your customers have been looking for. Five hundred hardware dealers in the West are now featuring and selling these lamps. Why not you? The profit is large, and they will eventually be sold in *your* town. Better write to-day and get the exclusive selling rights and be prepared for the Xmas trade. Your customers will buy from sample, no need of carrying a large stock.

A post card brings our catalogue, and circulars of this lamp in original colors.

RICE-KNIGHT LIMITED

Toronto, Ont.

LUFKIN

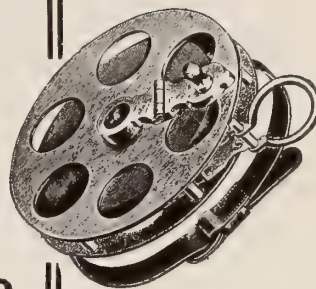
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

RED

S

BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO

We manufacture all kinds of Oil
Cans, including Heavy Steel
Copperized Oilers, Can Screws
and Stove Urns.

Write for Prices

The Consolidated Fruit Jar Co.

New Brunswick, N. J.



Sell the Cleveland

The Grindstone With This Trademark

Protects you from the unfair competition of inferior grindstone. Protects your customers. All sizes—fine or coarse grit—power, hand or treadle—the line is complete, and your profits are generous.

Our advertising campaign now running makes this the time to go after increased grindstone business in earnest. Cleveland Grindstones are genuine Berea or Huron stone unequalled for uniform grit and necessary grinding hardness.

The Cleveland Stone Company
Cleveland, Ohio



Runs by
Gas Engine

BETTER CLERKS AND PROTECTED PROFITS

THIS National Cash Register enforces records which show the sales of each of your clerks.

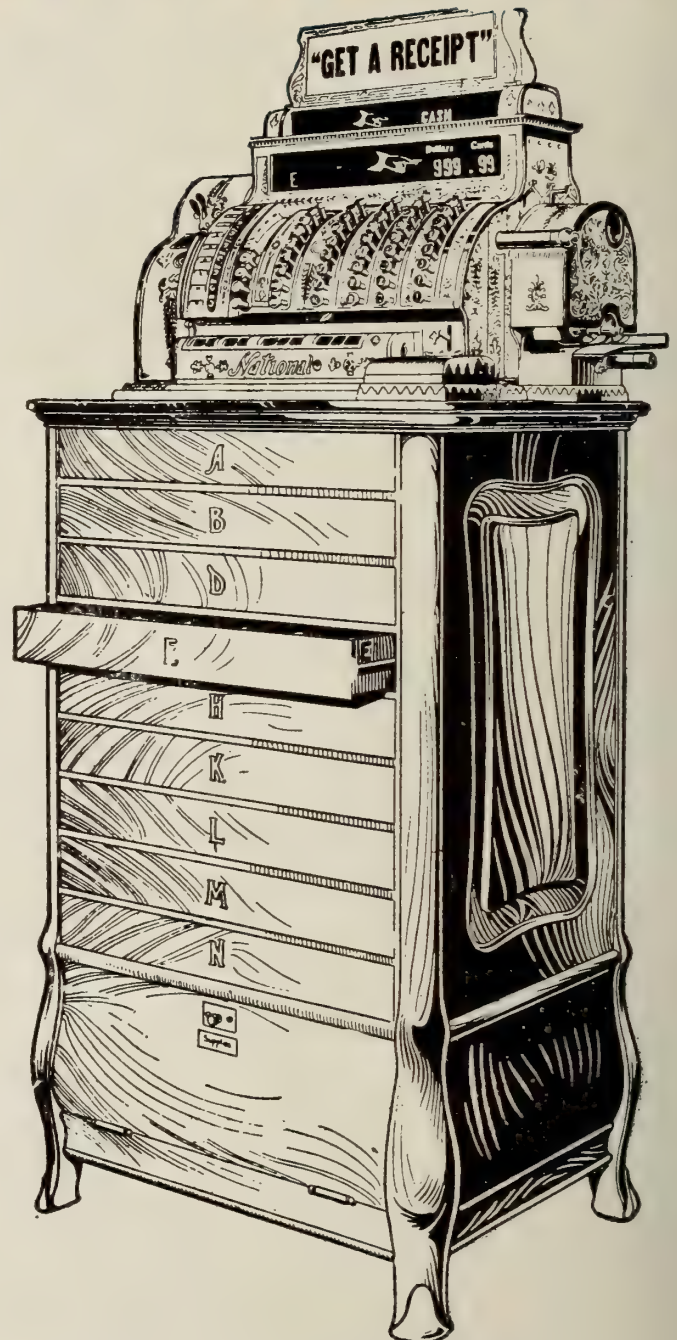
It makes them more efficient because it promotes interest in the work. They know you can reward according to proven merit.

Its enforced records protect your profits by fixing responsibility for every transaction.

It stops mistakes, removes temptation and increases trade.

It keeps you in every-minute touch with the sales end of your business, frees you from uncertainty and saves your time and energy.

Increased earnings and greater efficiency immediately result from its use.



Highest Type of Cash Register Made.

The register shown above is one of the latest improved multiple-drawer Nationals.

They are built to stand on the floor or set on counter or stand.

They may be built with any number of cash drawers and corresponding counters up to nine.

THE NATIONAL CASH REGISTER COMPANY

Headquarters for Canada: 285 Yonge St.

Canadian Factory: TORONTO

CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOL. 4.

Published Monthly by The Commercial Press, Limited, 408 McKinnon Building, Toronto

No. 10.

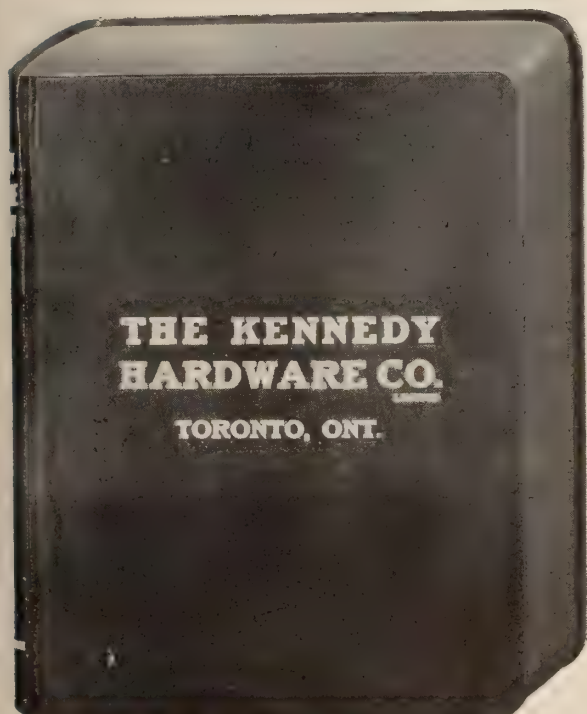
For Fall and Holiday Trade

TRADE


KENNEDY

MARK

**Pocket Cutlery
Butcher Knives
and 47-11 Razors**



*We Can Supply All of
These High Grade Lines:*

POCKET KNIVES—Kennedy Brand, Jos. Rodgers & Sons, Henry Boker & Co., NonXll, W. H. Morley & Son, Edwards Sons Co., A. W. Wadsworth & Son.

BUTCHER KNIVES—Kennedy Brand, Jos. Rodgers & Sons.

TABLE CUTLERY—Maleham & Yeomans, Joseph Rodgers & Sons, Nixon & Winterbottom, Jos. Fenton & Sons.

CARVERS—Maleham & Yeomans, Jos. Rodgers & Sons.

PLATED FLATWARE—Oneida, Reliance, Pate, Wildwood and Tipped Patterns, Rogers Bros. 1847 Tipped Pattern, Oxford, Lexington.

PEARL HANDLES—Dessert Knives and Forks and Fruit Knives.

*We will include one of our new catalogues
with the first order received from any
hardware merchant in any part of Canada*

Kennedy Hardware Company Limited

51-53-55 Colborne Street

Toronto

Canada

Exclusively Wholesale

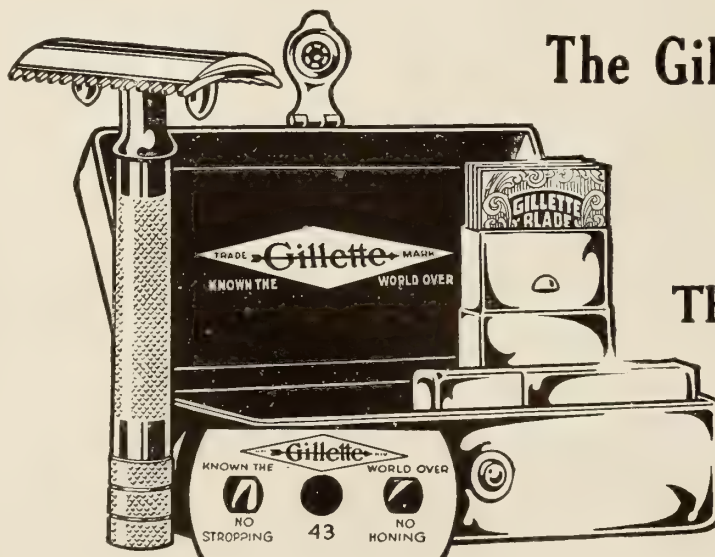
Are You a Speculator— or a Level-Headed Business Man?

You know that the sales of the GILLETTE have for years far exceeded those of any other razor, and that with each succeeding year the GILLETTE'S lead increases. Over six million are now in use, and sales exceed a million a year.

Place an order for GILLETTE Safety Razors and you are not **speculating** in an uncertain proposition—you are **investing** in perhaps the most staple article that ever comes into your store.

For you can be very sure that if there is any change in the quality of razors or blades it will be still further improvement—that GILLETTE users will continue to recommend it to their friends as the best—that GILLETTE advertising will keep right on dominating all razor advertising, and strengthening the demand—and that whatever fluctuation there may be in the market prices of **other** goods, or however competitors may cut **other** prices, you are absolutely certain of getting the **full price** for every GILLETTE you handle.

Concentrate your energies on the one sure thing in the razor trade—the GILLETTE. It's made best—shaves best—sells best—**PAYS** best.



The Gillette Safety Razor Co.
of Canada, Limited

Office and Factory:

The New Gillette Building
Montreal



Sportsmen's Supplies

That will pay you to stock

For years we have been favorably known for high-grade stocks suitable for sportsmen. At present we have a most comprehensive collection of lines that would prove profitable to handle and further enhance your reputation for "quality." We name a few appropriate articles below.

GUNS—RIFLES—AMMUNITION

All the 1912 Models are represented



The New Remington 1912 Model

The new Remington Repeating Rifle with the slide action is meeting with the pronounced approval of sportsmen.

The Browning Automatic 35 Calibre Rifle is a most likely looking arm and much appreciated this season.

The J. Stevens New Repeating Shot Gun 20 Bore is nicely balanced and a likely seller—in fact the entire Stevens line is having a great amount of attention bestowed on it by men interested in fire arms.

Hammerless Double Barrel Guns. We carry a good variety of these including:—Tobin Simplex Guns, L. C. Smith, W. W. Greener, Claborough & Johnstone.

Repeating Guns: Winchester, Remington, and Stevens.

Single Barrel Guns: Iver Johnson's "Champion" also the "New Victor"

Repeating Rifles: Winchester, all models and calibres. Marlin, model 27, 25/20 and 32/20. Savage, model 99 all calibres and styles. Remington, model 14A new slide action in 25, 30 and 32 calibre.

Ammunition. We carry the following, which is only a partial list of our stocks:

Union Metallic Cartridges all sizes in black and smokeless powder. **Dominion Cartridges**, all sizes. **Shot Shells Dominion "Crown"** Black Powder. **Shot Shells Dominion "Sovereign"** Smokeless Powder. **Shot Shells Dominion "Regal"** Dense Smokeless Powder.

We invite your enquiries for particulars and prices

RICE LEWIS & SON

LIMITED

Toronto

Established 1847

Ontario

COBBLER OUTFITS

*It's Time to Stock up This Fast Selling
and Profitable Line*



And in ordering for your winter's trade profit from the experience of others who thought they would save money by ordering imported lines. They found, however, that the quality wasn't there—that the goods were light weight and did not give their customers satisfaction.

You are safe in ordering "T. F." Goods as they are backed up with our guarantee of quality and our long time reputation for manufacturing the highest grades of hardware sold on the Canadian market. "T. F." stands for "the finest" in builders' hardware, lawn mowers, barn door hangers, vises, waffle irons, mangles, and scores of other hardware articles we manufacture.

For a handy and low priced set containing all the tools necessary for the repair of all kinds of boots and shoes we recommend the "T. F." Cobbler outfit.

This is a line which any hardware store can advertise and sell rapidly. A gross won't last long if they are properly displayed and advertised.

The "Household" Cobbler Outfit is more complete, and harness and tinware can be as readily repaired with it as boots and shoes.

Every farmer and handy man ought to have one of these outfits and if the hardware store doesn't push this line the mail order houses will get the business.



*If your jobber hasn't been selling these outfits to
you write us direct and we'll serve you promptly*

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.



Thanksgiving Cutlery

Joseph Elliot & Sons

Joseph Elliot & Sons, Carvers, represent the highest type of cutlery it is possible to produce, and show at a glance superior quality and finish.

The stores that aim to secure the better part of the cutlery trade should feature this line. We carry a sufficiently large stock of Case Carvers, Fish and Game Carvers, etc., to insure prompt shipment.

Send Us Your Orders

H. S. Howland, Sons & Co., Limited

Wholesale Hardware

TORONTO

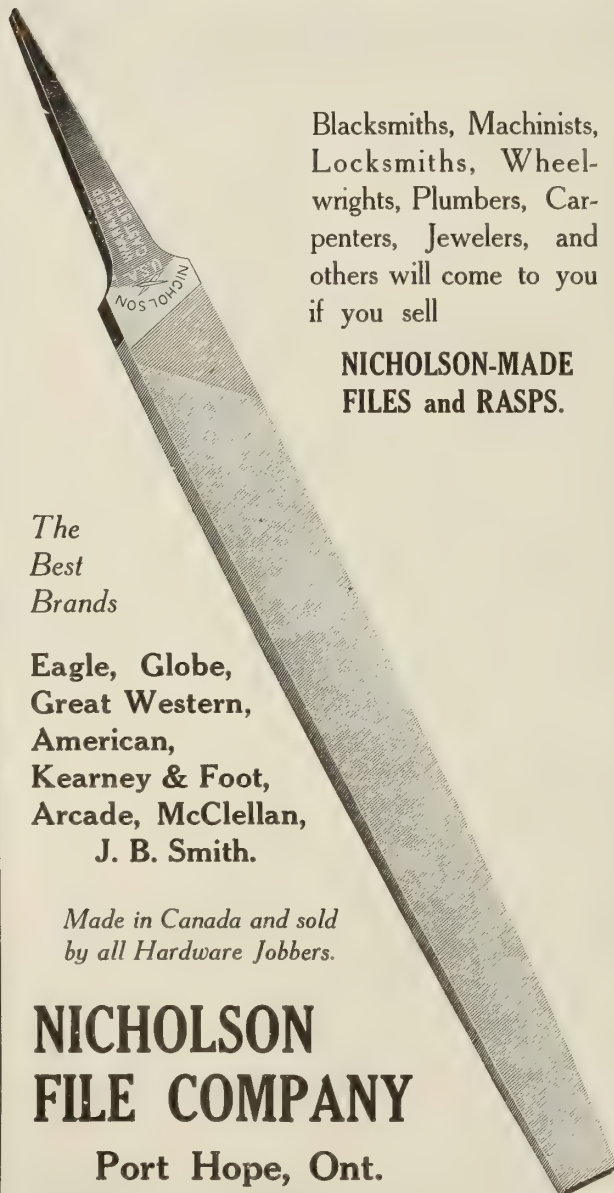
WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

IT'S NICHOLSON MADE

Enough said. The fact that we are making 3500 different styles and sizes—a file for every purpose—is proof positive of their popularity. They are so popular because of their quality.



Blacksmiths, Machinists, Locksmiths, Wheelwrights, Plumbers, Carpenters, Jewelers, and others will come to you if you sell

**NICHOLSON-MADE
FILES and RASPS.**

*The
Best
Brands*

Eagle, Globe,
Great Western,
American,
Kearney & Foot,
Arcade, McClellan,
J. B. Smith.

*Made in Canada and sold
by all Hardware Jobbers.*

**NICHOLSON
FILE COMPANY**

Port Hope, Ont.

LUNDY SHOVELS

are known from coast to coast for their strong construction and durability and are in use on the largest construction works in all parts of Canada.



TRADE MARK



Our Round
Point Socket
Strap Plain
Black Shovel

**The Shovel that
Stands the Test**

We make Welded Shovels because experience proves and the trade demands, Shovels that are stronger and more durable than other makes.

*Order from your nearest
Jobber or direct from us*

Write for Catalogue and Prices, address

**The Lundy Shovel
and Tool Co., Limited**

PETERBOROUGH - ONTARIO

or any of our Selling Agents

Ontario	- - - -	N. B. Misener, Toronto
Quebec	- - - -	Delorme Bros., Montreal
Manitoba and Saskatchewan	-	Tees & Persse, Limited, Winnipeg
Alberta	- - -	Tees & Persse, Limited, Calgary
British Columbia	- - -	E. E. Crandall, Vancouver

We Have a Complete Stock of

CHOPPING AXES

Handled or Unhandled

We are in the fortunate position
of being able to ship at once orders
for all kinds of Chopping Axes.

Order From Your Nearest Jobbing House or Direct

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

Western Representative: N. J. DINNEN, 141 Bannantyne Ave., Winnipeg, Man.

DOMINION GUARANTEED AMMUNITION

*Always
Ready*

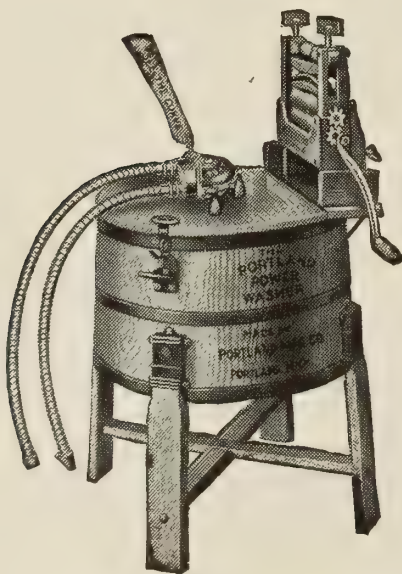
**The
Game
Getting
Kind**



*Always
Reliable*

**The
Favorite
of
Sportsmen**

CANADIANS SWEAR BY IT - - SO WILL YOU



The Portland Power Washer

Has a 3-Year Gilt Edge Guarantee.

Requires Only 18 to 20 lbs. Pressure

to drive the direct drive motor.

There is no Gearing—hence no Friction or Lost Motion—No Oiling—Price within reach of all.

A profitable line for the dealer. Let us ship you a trial lot.

Immediate Shipments From Stock

Sole Canadian Agents for

Portland Mfg. Co., Portland, Mich.

*The Largest Manufacturers of Washing
Machines in the World.*

Henderson & Richardson

Formerly J. A. HENDERSON

Board of Trade Building, MONTREAL

Automobile and Motor Boat Accessories of Standard Quality

For the Hardware Dealer

The owners of automobiles and motor boats are good customers to have. They are quality buyers and don't kick at price when it comes to getting what they want. They are continually in need of supplies, such as spark plugs, carburetors, batteries, magnetos, etc.

Besides the fittings and accessories that we manufacture ourselves, we are sole Canadian Agents for Schebler Carburetors, New York Coils, Bosch Spark Plugs, Reliance Spark Plugs, Bosch Magnetos, Wizard Low Tension Magnetos, Aplco Launch Lighting Outfits, Edison Storage Batteries, Paragon Reverse Gears and Baldrige Reverse Gears.

The Edison Storage Battery represents to-day the nearest approach to perfection ever attained in storage battery manufacture. It is as great an advance in world progress as was the Edison Incandescent Lamp, and is the only storage battery in the world whose capacity is guaranteed for five years.

It will pay you to deal with a house that stands back of its goods. Every dealer who handles our supplies is protected by our iron-clad guarantee.

Our Guarantee

We guarantee everything shown in catalogs Nos. 24 and 25, whether of our own manufacture or not, to be of the very highest grade, and should any article bought from us show defective material or workmanship within one year, upon return of said part to us, charges prepaid, we will gladly replace same at our nearest warehouse.

Write for Catalogs Nos. 24 and 25

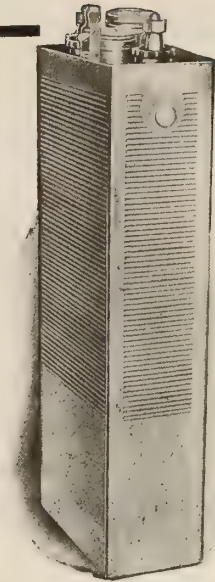
The Canadian Fairbanks-Morse Co.

Limited

MONTREAL
ST. JOHN
OTTAWA

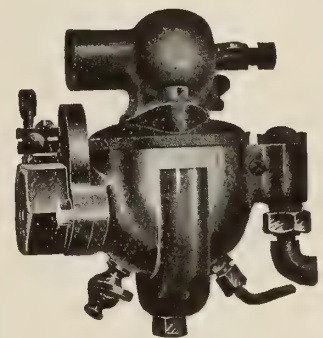
TORONTO
WINNIPEG
CALGARY

SASKATOON
VANCOUVER
VICTORIA



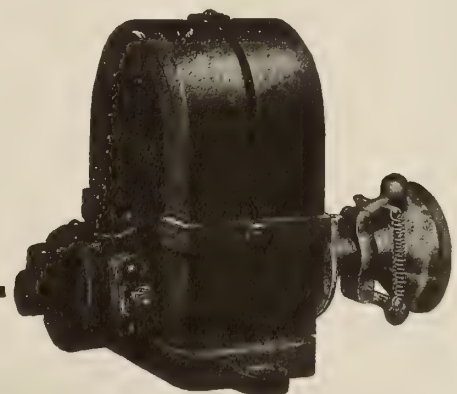
Edison Storage Battery

Type A-4 Cell. Completely assembled ready to be connected up.



Schebler Carburetor

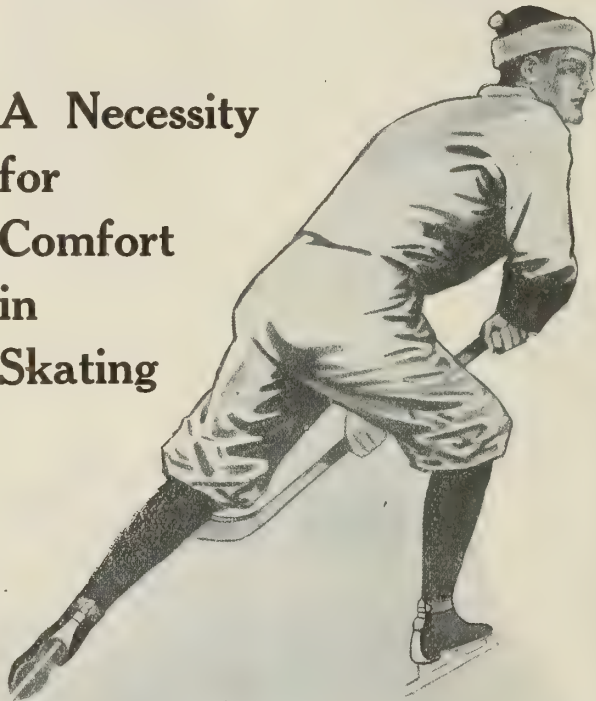
In recommending the Schebler Carburetor to the public, we know that we are offering the best carburetor for all purposes and conditions that has yet been placed on the market.



PERFECTION Ankle Support

*All Skaters Need Them
All Skaters Like Them*

**A Necessity
for
Comfort
in
Skating**



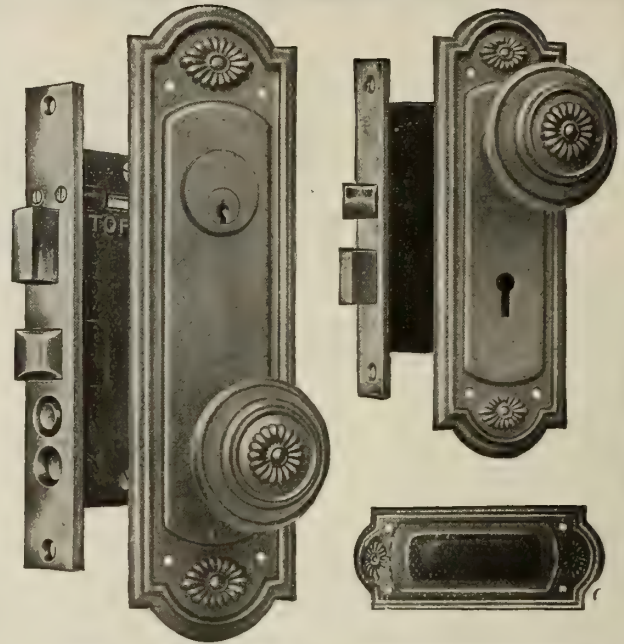
A Seasonable and Fast Selling Line

Made of steel and so constructed that by means of a hinge and sliding attachment the ankles may bend forward or backward while it is impossible for them to go sideways.

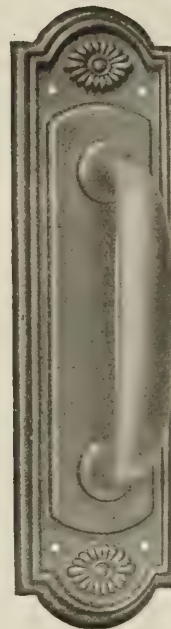
Order a sample dozen and show them to your customers—those who skate and those who would like to—and you'll soon want more. Write for Prices and Circular.

Owen Sound Steel Press Works

Owen Sound - Ontario



"Rome" Design



BUILDERS' HARDWARE

Oil and Gas Stoves

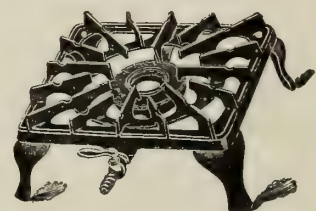
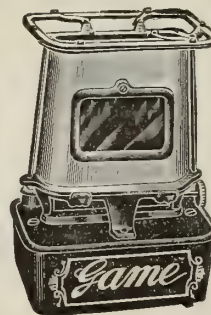
Gray Iron Castings, Dampers, Damper Clips, Furnace Lamps, Molasses Gates, Oil Can Faucets, Bungs, etc., etc.

Send for complete descriptive catalogues and price list of over 600 items.



**The Taylor & Boggis
Foundry Company**

Cleveland, Ohio
Sixth City



MAXWELL'S "CHAMPION"

High Speed Washer



Maxwell's "CHAMPION" is the simplest and most easily operated of all high speed washing machines. Most people find the hand lever the most convenient way of working it, but we also supply with every machine a crank to fit on the end of the balance wheel shaft, thus giving the user a choice of methods, or a change. The heavy balance wheel adds wonderfully to the ease and smoothness of operation.

The "CHAMPION" tub is of Louisiana Red Cypress, finished in natural wood, mahogany color. Note the Wringer Board held clear of the top in galvanized iron fittings. This allows almost the whole top to open—a convenience which is much appreciated.

The "CHAMPION" catches a woman's fancy at first sight, and earns her warm recommendations as she uses it. And that's good for your business.

Write for Catalogue of Labor-Saving Machines to

DAVID MAXWELL & SONS, St. Mary's, Ont.

The "Wear-Ever" Magazine



"Cooking Utensils of Many Lands" by B. H. Smith

"How to Make the Business Grow" by B. C. Bean

"Courtesies That Have Sold Me Goods" by Agnes Athol

If you have not received your copy of the The "Wear-Ever" Magazine—which you will think worth reading, we believe—fill in and mail the following coupon to

The Aluminum Cooking Utensil Co.

Department 27

New Kensington, Pa.

Please send The "Wear-Ever" Magazine to

Name..... Home Address

City..... State.....

Firm.....

"Wear-Ever" Aluminum Roaster



1. Steaming fruit in jars
2. Baking on top of stove
3. Baking bread, biscuits or apples
4. Baking or steaming fish
5. Steaming asparagus or corn



6. Baking bacon
7. Frying food
8. A food warmer
9. A drip pan
10. A bread box or a cake box

Ten Every Day Uses
of the

"Wear-Ever" Aluminum Roaster

will be featured in an advertisement to appear about October 19 in the following November magazines:

The Ladies' Home Journal, Woman's Home Companion, Good Housekeeping, Delineator, McCall's, Christian Herald and Saturday Evening Post.

Two Columns in the same magazines—out about November 20—will suggest that "Wear-ever" utensils be purchased in "Sets" for Christmas gifts.

Ask for \$50 and \$100 Department Order

The Aluminum Cooking Utensil Co.
New Kensington, Pa.



Warehouses:

New Kensington, Pa.

East St. Louis, Ill.

Portland, Ore.

Distributing Agents and Warehouses for Canada:

Northern Aluminum Co., Limited, Toronto, Ont.

If there are
factories in or
near your town
you could "turn
over" a stock of

LEATHER BELTING

two or three times
a year,--easily.

*It will cost you nothing
but postage to get our
proposition.*

*Will You Spend
Postage?*

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

ST. JOHN, N. B.
89 Prince William St.

TORONTO
27 Melinda St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*

HIGH GRADE BUILDERS' HARDWARE

*The Kind
That Brings
Repeat
Orders*

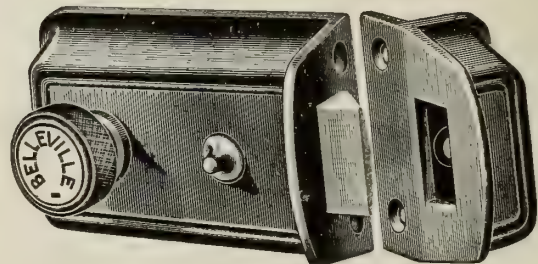
We manufacture a complete line of
guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation
stands behind our guarantee. Send
us a trial order and test the selling
qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO



Do you handle Belleville No. 99
Cylinder Night Latch? If you
will ask your jobber for it and
compare with any Night Latch
on the market at the same price,
you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

THE "GOOD CHEER"

*DOUBLE
HEATER
OAK*

A little better than the
rest. Moderate in price
and a splendid seller. .

Made in Two Sizes:

No. 154, 14 in. Pot No. 156, 16 in. Pot



The James Stewart Mfg. Company, Limited

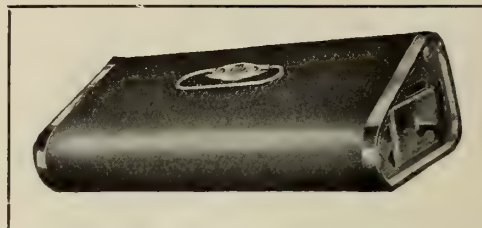
Western Warehouse:
156 Lombard Street
WINNIPEG, MAN.

WOODSTOCK
ONT.

A Mighty Good Line for Fall and Winter

Everyone who drives in cold weather in any kind of a rig from an Ox Team to an Automobile is a prospective buyer of

CLARK INDESTRUCTIBLE STEEL HEATERS



They come at all prices—from those with plain galvanized iron finish to the nickel plated velvet carpet covered ones. Order from your jobber and be sure you get the Clark—the kind that has stood the test of 21 winters.



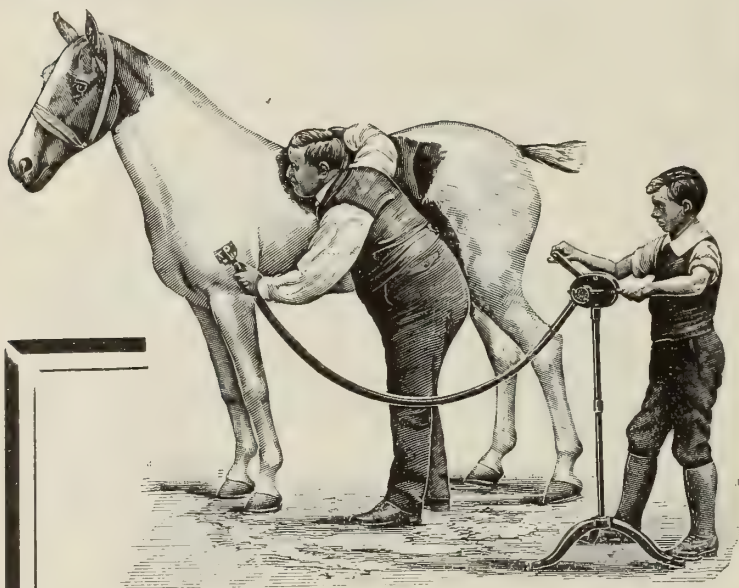
CLARK COAL is guaranteed to give 25 per cent. more heat than any other fuel bricks made. It ignites easier, heats more and lasts longer.

*Your jobber can supply you.
Send for our latest Catalog.*

Chicago Flexible Shaft Company

250 Ontario Street

CHICAGO



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

LEGG BROS. ENGRAVING CO.

SPECIALISTS IN

PHOTOGRAPHY DESIGNING & ENGRAVING
FOR THE HEATING & LIGHTING TRADE



ILLUSTRATING SERVICE

HIGH GRADE FIRST QUALITY WORKMANSHIP
QUICK-CAREFUL & RELIABLE DELIVERY & THE
PRICE RIGHT THIS IS THE SERVICE THAT COUNTS

OFFICE & WORKS

PHONE MAIN 957-958

5 JORDAN ST. TORONTO CANADA

The S. M. P. Seamless Round Gem Roasters

Made in Pearlware and Black Steel

Self-Basting

Self-Browning

Satisfactory

Sanitary

Perfectly smooth and seamless—that's easy to clean



*Fitted with
Steamer
in Pearlware only*



Requires absolutely no attention. Have a look at them

Size - - 12 in. x 8 in.

Prices on Application.

The SHEET METAL PRODUCTS CO. of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

Montreal

TORONTO

Winnipeg



**Everlastingly
Waterproof**

**Cannot be Beaten
for Price**

"Sankote" Asphalt Roofing

Every general merchant should stock a certain amount of Roofing, but when doing this he must get a product that is strong and durable yet low in price if he is to please his builder and farmer customers.

"Sankote" weatherproof roofing is the most satisfactory roofing made for Canadian climatic conditions. It can be used over old shingles, etc., and is the best value for the price on the market. Full directions, also Roofing Nails and Liquid Cement packed in every roll. Can be successfully laid by anyone.

Write us at once for full particulars about our "Sankote" and "Leeknott" Weatherproof Roofing, and also other Waterproof Casco Products.

Agents Wanted

CANADIAN SUPPLY COMPANY

220 King Street West, Toronto

HAMILTON SECTION

About Forty Manufacturers of Hardware and Stoves have their Factories and Foundries located at Hamilton, every operation from the smelting of the iron to the making of nails, screws, shovels, saws, etc., being done in the "Hardware City."

The Eighth Annual Convention and Exhibition of the Ontario Retail Hardware and Stove Dealers' Association is to be held at Hamilton in February, 1913. Make your plans to attend it.

WIRE NAILS

Laidlaw Wire Nails and Staples (made in all sizes) are the Standard for Canada.

If you want to build up a trade in goods of superior quality write us for prices.



BALE TIES

We have facilities for turning out the highest grade Baling Wire and Bale Ties. Our goods allow the dealer a good profit and guarantee satisfaction to your customer.

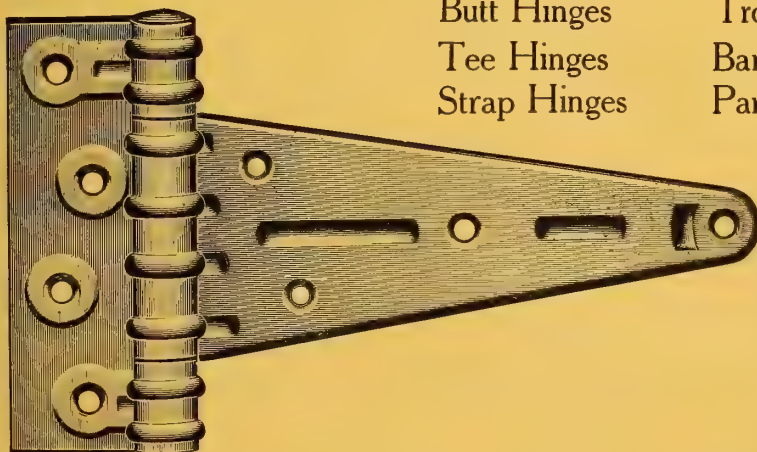
THE LAIDLAW BALETIE CO., HAMILTON, ONT.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden, Winnipeg, Man.

Crescent Brand Hardware

CORRUGATED HINGES, 1 Pr. in a Box



Butt Hinges
Tee Hinges
Strap Hinges

Trolley Hangers
Barn Door Hangers
Parlor Door Hangers

Hinged Hasps	Shelf Brackets
Wagon Hardware	Gate Hooks
Wrought Staples	Etc.
Wire	Steel Bands
Steel Bars	Steel Rods
Steel Sheets	Steel Hoops



CANADA STEEL GOODS CO., Limited

HAMILTON,

CANADA



ATKINS STERLING SAWS

MADE IN
CANADA

The profitable line. *HIGHEST QUALITY---*
They stand a fair profit and give satisfaction.

Send for full information on Saws and Selling Helps

E. C. ATKINS & CO.

Factory
HAMILTON, ONT.

Makers of Sterling Saws

Branch
VANCOUVER, B.C.

The Steel Company of Canada Limited

Prompt Shipment

Hay Baling Wire Bale Ties
Stove Pipe Wire Clothes Line Wire
Wrought Pipe
White Lead Shot Putty

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

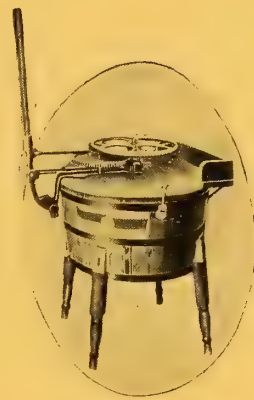
Every Housekeeper Must Wash Clothes



And is a Sure Customer for a Good Labor Saving Machine that is Simple and will do the work.

Cummer-Dowswell Machines are recognized leaders. They have passed the experimental stage and are the IDEAL of what Household Laundry Apparatus should be.

The Handiest Thing about the House



There is
Nothing that
Quite Compares
with Them



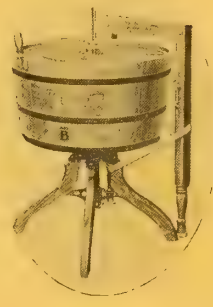
They have
always been
Big Sellers
and are now
Bigger Sellers
than ever



The Hardware dealer is the Natural Source of Supply and the sale by you of a Machine, fixes your Reputation as a distributor of



Up-to-date and Dependable Merchandise



Eastern Agents:
W. L. HALDIMAND & SON
MONTREAL

Western Agents:
H. F. MOULDEN & SON
WINNIPEG

Cummer-Dowswell

Makers

Limited

Hamilton, Canada

SPECIALTIES WITH MERIT

**Applepickers'
Blouses or Aprons**
Made of Strongest Duck



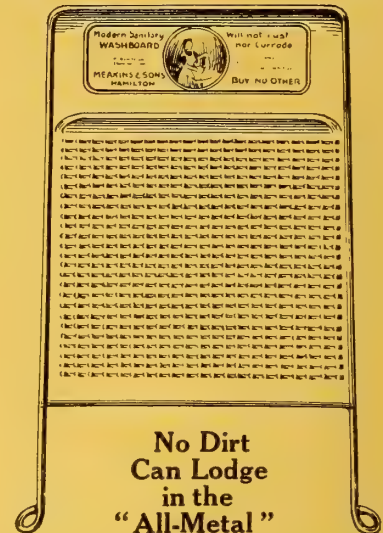
HICKORY APPLE BASKETS

ALL SIZES IN STOCK

*Send for Particulars and
Prices to*

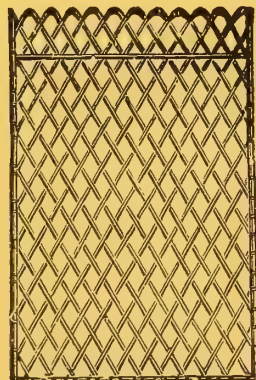
MEAKINS & SONS

**All Metal
Sanitary Washboards**



Hamilton, Ont.

Window Guards



For Stores, Warehouses Factories,
Basement Windows, etc.

and all kinds of

Wire Work

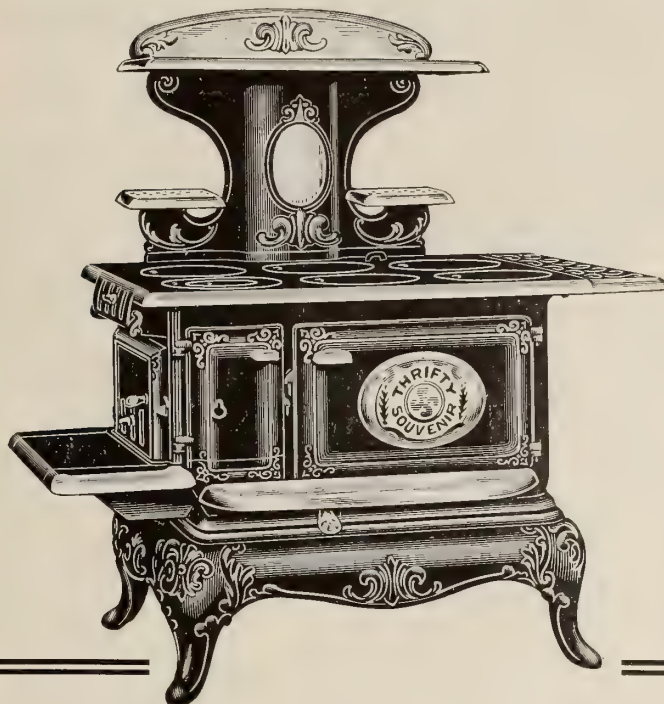
Manufactured by

The B. Greening Wire Co., Limited

HAMILTON, ONT.

MONTREAL. QUE.

**An
Attractive
Range**



**At an
Attractive
Price**

In Stock for Prompt Shipment

THE "THRIFTY SOUVENIR" built on plain lines, with smooth castings and removable nickle, has proven itself a thoroughly reliable range in past seasons and on account of its rapid selling qualities we made a special effort to produce a large enough stock this season to supply all demands.

We're in that happy position now. How many shall we send you?

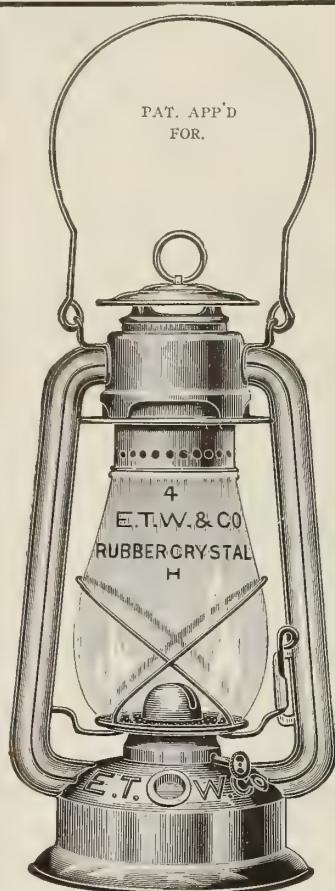
Our New Catalogue of Souvenir Stoves and Ranges, No. 69, is just off the press. Send a Post Card for a Copy.

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver



THIS IS WHERE WE SHINE

As the producers of

Lanterns of Quality

All Kinds—For all Purposes

For class, burning qualities and value, our No. 4 Cold Blast with Undetachable Patent Bail Handle and airtight tubes has been accepted by the trade throughout Canada as unequalled.

This fact alone is a positive guarantee to your customer, and a personal examination of the Lantern will convince the most dubious buyer that no better light-giving Lantern is offered to-day at the price.

Our "Comet" Hot Blast Lantern is a new departure and has proved so successful that we are running it this year with Reflector, in all Brass and Brass Nickel-Plated.

The "Comet" has side lift and pressed tubes, being in many respects a replica of the No. 4 on a slightly smaller scale.

Send for our Lantern Catalog, or order ½ doz. Lanterns with your next order of Tinware. Once you handle Wright's Lanterns other makes will not interest you.

E. T. Wright & Co., Hamilton, Canada

(H. G. WRIGHT)

Agencies at Vancouver, Winnipeg and Toronto

CONNOR BALL BEARING WASHER

is a profit earner

It pays big dividends to dealers who take an active interest in it. Many wide-awake merchants have doubled their washing machine sales since taking hold of the Connor Ball Bearing Washer. The many

Exclusive Features Make it Easy to Sell

as they attract unusual attention and create a strong desire for the washer. Just what these features are will be fully explained to you when we receive your name and address.

Drop us a card. Send for a copy of our new catalogue, now ready.

J. H. Connor & Son

Limited

OTTAWA, ONTARIO



Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.



STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.



The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON
Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*

The Empire Canopy

Our New Cast Range

A strictly up-to-the-minute Range, and, we believe, the very best value on the market.



REMOVABLE
NICKEL

Either Dust, Ash or
Duplex Grates

Smooth Castings
made from
Pure Pig Iron

Molded in
00 Albany Sand from
Aluminum Plates

Made
in two sizes,
8 x 18 and 9 x 18.
Square and extended.

This range caused much favorable comment at the Canadian National Exhibition and it will pay every hardwareman to have a sample on his floor. Write us for prices to-day.

Canadian Heating & Ventilating Co.

Limited

Owen Sound, Ontario

CHRISTIE BROS., Limited
1824 Dundas St., Toronto

M. C. DREW & SON
Vancouver

CHRISTIE BROS. CO., Limited
Park & Henry Sts., Winnipeg

A NEW LINE OF PENINSULAR OAKS

THE HERO OAK

Plain Finish



Nickelled Finish



This new line of OAK Stoves follows the popular fancy for castings without any deep carving. The illustrations display the attractive character of the design. The doors are large and the durable bar grate is used. The price is equally as attractive as the design.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	100	110
14	14	120	130
16	16	140	150

Clare Brothers & Co., Ltd, Preston, Ont.

BRANCHES:

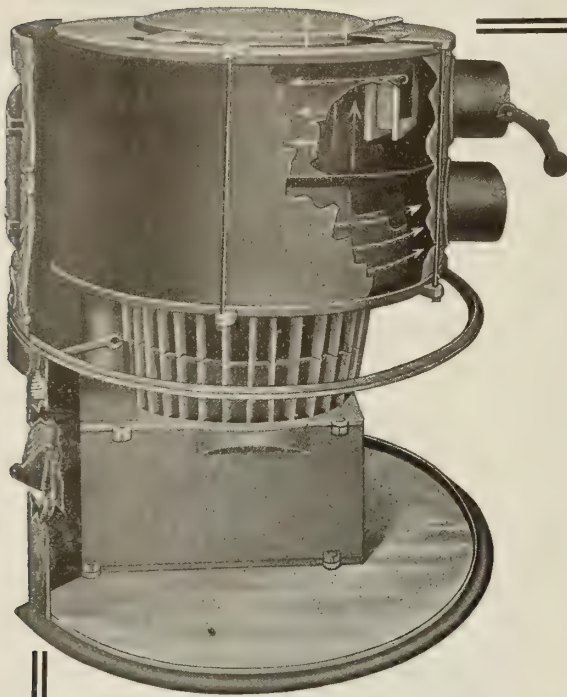
CLARE & BROSKEST, Limited, Winnipeg

RACE, HUNT & GIDDY, Edmonton

The MECHANICS' SUPPLY CO., Quebec

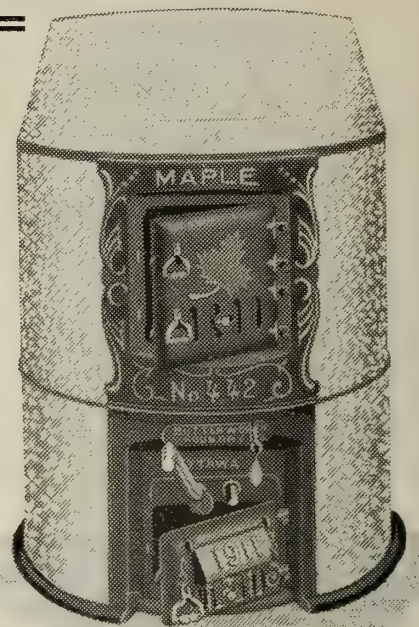
REYNOLDS & JACKSON, Calgary

J. M. KAINS & CO., Vancouver



THE
**MAPLE LEAF
WARM AIR
FURNACE**

*Built upon lines that
appeal to the practical
furnace man and give
the user genuine satis-
faction.*



Low down radiator with wide flue space provided with baffle plate, giving double length of fire travel; heavy sectional ribbed firepots; square ash pit allowing ample air to back of fire pot; triangular bar grates of new pattern; large feed door; straight casing; and many more features not seen in everyday furnaces; This exceptionally good furnace sold at a price which allows the dealer to get a good profit on his material and time for installation and beat out competitors with quality.

BUTTERWORTH FOUNDRY LIMITED

Established 1874

OTTAWA, ONTARIO

Incorporated 1909

**"OVEN DOOR"
"SPRINGS"**

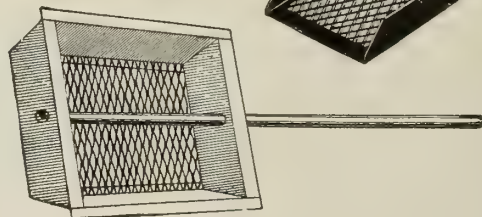
HAVING trouble?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.

**ORDER ASH
SIFTERS NOW**

They will soon be
in demand and the
price of coal will be
high this winter.

Cart Wheel Ash Sifter



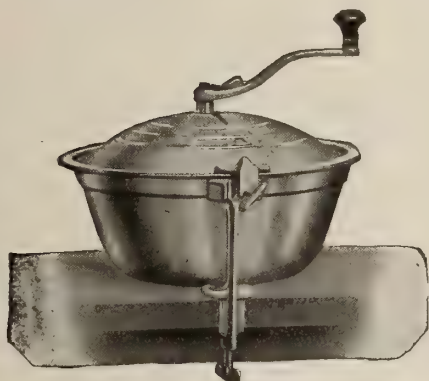
Cinder
Sifter
Shovel

PRICES
SENT ON
REQUEST

These two types of ash sifters are fast
sellers and we have more like them.
Write for circulars describing our full line
of specialties for fall and winter trade.

The COLLINS MFG. CO.
413-415 Symington Avenue
TORONTO - **ONTARIO**

Easy to Work—Easy to Clean—Perfectly Sanitary



Seamless—Retinned

When your customers understand that **perfection** in bread making coupled with absolute cleanliness is assured by using

Our Sanitary Bread Maker

Then you will have no difficulty in selling it.

RIGHT NOW is the time to get a stock of

For Further Particulars See Our Circulars.

Farmers' Boilers

on your floor.

Made in three sizes, strongly constructed, burns coal, coke or wood. Shipped for wood only unless otherwise specified.

Farmers need no urging to buy. They are quick to appreciate its advantages.



Order Now

"McClary"
on Goods
is a Quality
Name

McClary's

McClary's
Ship
Quick

Toronto Montreal London Vancouver St. John, N.B. Hamilton Winnipeg Calgary Saskatoon

HAMILTON & STOTT

*Consulting, Heating and
Plumbing Engineers*

PLANS AND ESTIMATES MADE
FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

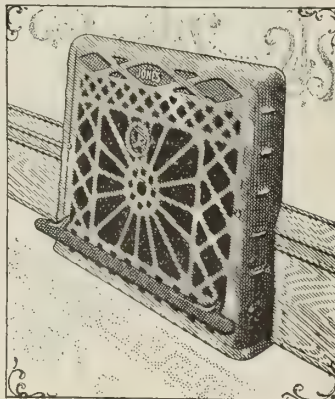
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also
successors to the

**Jones Register
Company**

and can promptly
fill all orders for

**SIDE WALL
REGISTERS**



**Howard Hot Air Furnaces and
Howard Hot Water Boilers**

Write us for quotations

ST. THOMAS, ONTARIO

"Quality pays handsomely. The customer you hold by the slender thread of low price is here today and gone tomorrow. The customer you hold by Service and Quality is bound to you, a permanent asset to your business."—*The Business Builder.*

DART UNION PIPE COUPLINGS

Are Quality Goods

You guarantee your customer that these unions will give him absolute satisfaction or be replaced two for one.

Dart Union Co., Limited

Toronto

Time to Stock Lighting Fixtures and Table Lamps are Popular Sellers



No. 31258

Put half a dozen Electric Portable Table Lamps in your window and light them at night. They will soon sell themselves besides bringing customers to your store.

We make a full line of high-grade Electric, Gas and combination Fixtures, Showers, Domes, Wall Brackets, etc., besides Plumbing and Engineers Brass Goods, Plumbing Supplies, etc.

Write us for prices on a quick selling line of Electric Table Lamps.



No. 1497

James Morrison Brass Manufacturing Company, Limited
93-97 Adelaide St. West Toronto Ontario

"CANADIAN HOWARD" Double Radiator FURNACE

**Not a Cheap Furnace
But a Dependable Heater**

The main idea of the "Canadian Howard" Furnace is as a fuel saver, the perfection of the down draft principle as applied to this furnace retaining the combustion and gases longer than the ordinary furnace.

As illustrated, the long fire travel from the top of the dome, through the upper and lower radiators, in order to reach the smoke exit, provides

AN ENORMOUS RADIATING SURFACE

The "Canadian Howard" is the only furnace on the market having an outside jacket for heating a kitchen boiler. The jacket is entirely separate in itself, and trouble caused by coils in the fire pot burning out through becoming clogged with lime is entirely eliminated.

Built entirely of cast iron the "Canadian Howard" is guaranteed to heat any house inside of capacity, if properly installed.

Write for a copy of our furnace catalogue



THE C. NORSWORTHY CO., LIMITED
ST. THOMAS - - ONTARIO

HOCKEY STICKS

*The name
"J. H. Still"
stands for
quality.*

"STILL'S SPECIAL"

A nicely shaped and well finished stick, made of the best Rock Elm, is the best stick on the market in the opinion of all hockey players who have used it. Our other makes, the

**"EMPIRE," "IMPERIAL"
and "CHAMPION"**

are also popular and rapid sellers.

*Get our prices before
placing your orders.*

J. H. STILL MFG. CO., LIMITED

ST. THOMAS, - ONTARIO

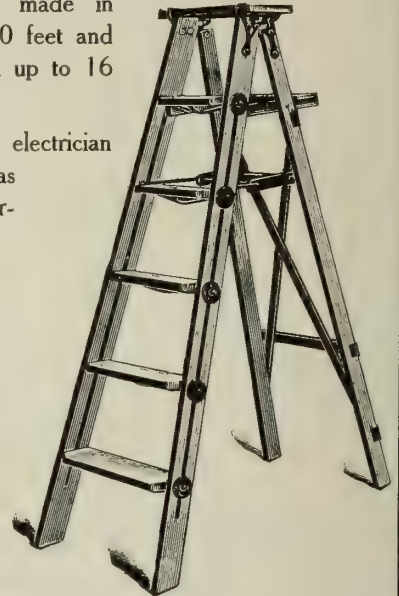
The Hercules Step Ladder

No other ladder made of equal strength

A splendid line for retailers to push—one they can guarantee to give satisfaction, it being made right, by experienced men.

The "Hercules" is made in lengths from 4 to 10 feet and in extra heavy stock up to 16 feet.

For the housewife, electrician or mill owner it has no equal on any market.



**Stratford
Manufacturing
Co., Limited**

STATFORD
ONTARIO

Knowing Buyers Demand a Tobin

If you are not a Tobin agent you may not realize the importance of selling these superfine guns.

Tobin
Simplex Guns

have made the gun business of many a prosperous agent who never could sell guns before. Simply because each gun he sold won a dozen more buyers.

Tobin Arms Manufacturing Co.

Woodstock Limited Ontario

TORONTO
Gendron
CANADA
TRADE MARK
REG.

MANUFACTURERS OF

Children's Vehicles and Reed Furniture

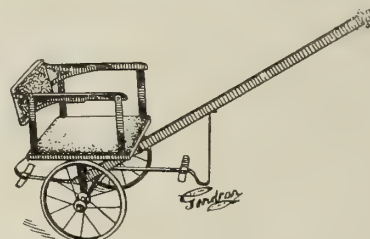


No. 14 Sleigh



No. 1149 Flexible

Write for Our Sleigh Catalogue.



No. 1275 Sidewalk Sulky

Full Line Shown in Grade "A" Catalogue.

The Gendron Mfg. Co., Limited
TORONTO

A Pike Salesman for YOU —always on the Job

Pike's Stock and Display Cabinets are real salesmen—everlastingly on the job. They keep your Pike Stones in plain view of your customers all the time. They provide a clean and convenient place for the many fast-sellers in the famous line of



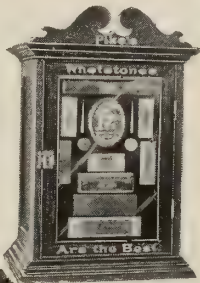
PIKE SHARPENING STONES

The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need.

Cabinet "C", pictured here, is handsomely finished in golden oak. It is supplied free on memorandum agreement to all dealers carrying Pike goods or with an order of \$25. This cabinet measures 28" high—18½" wide—14½" deep. Its door opens in front. You can specify stones you wish displayed—all India, Crystolon, Natural or a miscellaneous assortment. Two larger styles, "A" and "B" are furnished on same memorandum agreement or with orders of \$40.

You certainly need one of these cabinets. It's so easy to get, why delay? Write now and we'll send you this big dealer help and also the striking Pike Window Display, Store Cards, Car Cards, and Selling Scheme. They are free. Write us now.

PIKE MANUFACTURING CO.
23 Main St. Pike, N.H., U.S.A.



Take a Look at the New "Yankee" Plain Driver No. 90

Strong, durable, well balanced tools, of the same high quality of material and workmanship as other "Yankee" Tools, which today are without equal. The Blade and ferrule are highly polished, the handle of hardwood finished in dully black, making a handsome appearance. Each tool is thoroughly tested and the blades are **POSITIVELY GUARANTEED** not to turn in the handle.

Standard Style

14 Sizes,
2 to 30 in. Blade

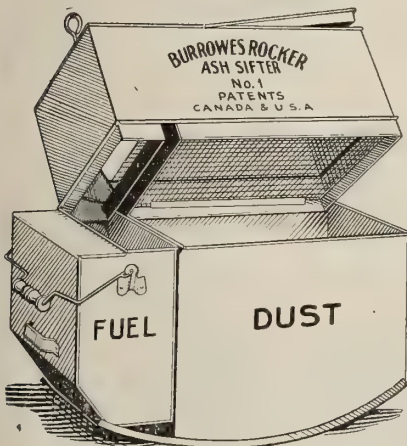
No. 95
Cabinet Style

Slim Blade
2½ to 15½ in.

Your jobber will supply you

North Bros. Mfg. Co.

Philadelphia, Pa., U.S.A.



Increase Your Profits, You Can Guarantee The Burrowes' Patent Dustless Rocker Ash Sifter

to be dust proof, quick, clean and easy to work. Scuttle fitting dust-tight and double rims will not permit dust to escape.

The large space for ashes and rocking motion both tend to make the ashes spread rapidly and sift freely.

Double screens, fine and course save extra fuel without extra work.

Write the Jobbing Trade for Fuller Particulars and Prices, or

The Burrowes Manufacturing Company
TORONTO, CANADA

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

The Monarch Typewriter Co., Limited
46 Adelaide Street West, Toronto, Ont.

We manufacture all kinds of Oil
Cans, including Heavy Steel
Copperized Oilers, Can Screws
and Stove Urns.

Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

HARVEST

*Our Stocks
are at your
service in
Large
Assortment*

will soon be finished.
Your customers will
be making improve-
ments requiring

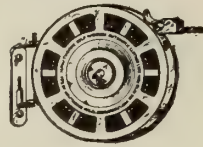
**Siding, Shingles,
Corrugated Iron,
Metal Ceilings,
etc., etc.**

*Send Your
Orders*

You will require
Galvanized Iron, Tin
and Canada Plate
quickly.

**Winnipeg Ceiling and Roofing
Company**

P.O. Box 2186S. WINNIPEG, MAN.



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickle plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

*We are also manufacturers
of the celebrated line of*

"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

*Write for Descriptive Catalogue
and Prices to Dealers.*

**The Pollock Manufacturing
Company, Limited**

Columbia Place

Berlin, Ontario

The "Handy Andy" Improved Force Cup



For household use,
enables anyone to
keep the drain pipes
of sinks, baths, basins,
tubs, etc., free and
clear, and in a safe
and sanitary condition.

***There's a Good
Sale For Them***

Manufactured solely by
**The
Gutta Percha & Rubber Mfg. Co.**
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

Black Jack

**Sold by
all
Jobbers**



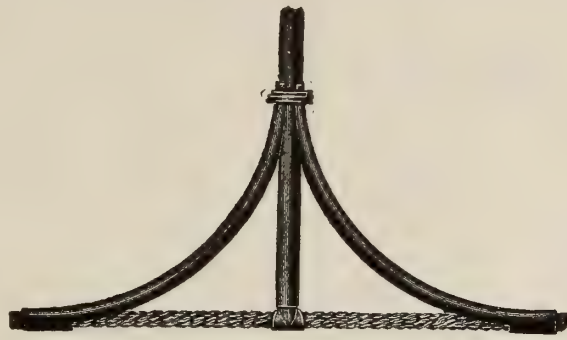
3/4 lb. tins
3 doz. in case

Quick Clean Handy

We Create the Demand: You Can Reap the Profits

We manufacture and sell Lightning Rod Material. The very best of its kind.

The numerous orders we are receiving for 1913 shipment indicates the ever increasing demand for our products, which proves that it is policy to sell only the best.



PATENT BRACKETS—These are the very **Latest Improvement** in Lightning Protection. They are made of pure Copper Tubing, and are sold exclusively by ourselves. Therefore, we can and do, give three times the protection given by our competitors, and at no additional cost to the dealer or consumer.

It will Pay You to handle our Goods.

All kinds of Advertising Help supplied.

Ask our salesman to call and show you.

Investigate

Made in Canada

Write Us To-day

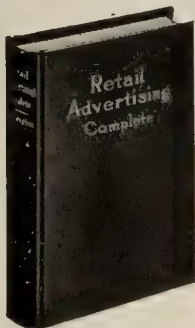
Empire Lightning Rod Co., Limited

Winnipeg, Canada

'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man



272 pages
Bound in Cloth

Retail Advertising Complete

By FRANK FARRINGTON

\$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising
Making an Advertisement
Good Specimen Ready-made Ads.
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There is no better book of the kind at any price. You can't afford to get along without it.

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Send us a dollar for this book and a six months trial subscription for this paper

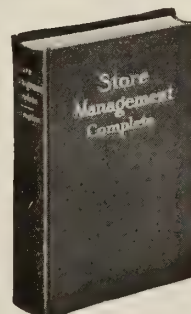
Commercial Press, Limited

Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario

Store Management Complete

16 Full-Page Illustrations

ANOTHER NEW BOOK



272 Pages
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By FRANK FARRINGTON

A Companion Book to

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\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New

Just Published

Send us \$1.00 for the book and a six months trial subscription to this paper.

Commercial Press, Limited

Publishers
Canadian Hardware, Stove & Paint Journal
Toronto, Ontario

Push the Sale of Vacuum Cleaners



Let us
send
you
one
on
approval.

Make a select list of probable customers and ask them to let you demonstrate the

"Eureka" Electric Cleaner

the lightest and most compact Suction Cleaner made. It weighs only 9 pounds and is only 8 inches high. The "Eureka" was selected by us as the fastest selling and most satisfaction giving electric cleaner on the market.

Retails for only \$45.00

Where Electric Power is not available recommend the ever-popular

"Onward"

Automatic Hand, Power Cleaner

which is superior to any other hand power cleaner made. The thousands already sold by Canadian hardwaremen guarantee its worth.

We are selling this machine to the trade at a special discount for a short time only.



WRITE FOR BOOKLETS and ask us to tell you how several hardware merchants made hundreds of dollars profit last fall and spring selling our cleaners.

ONWARD MANUFACTURING CO.
BERLIN - ONTARIO

Toronto Retail Branch, 423 Yonge St.

WESTERN DISTRIBUTING AGENTS

Moncrieff & Endress, Ltd., Scott Block, Winnipeg

DAVIDSON'S "PREMIER CORONA" STEEL RANGE

Now placed on the market to especially meet the increasing demand for a well made Popular Priced steel range.

It is just a little lighter and therefore just a little cheaper than our well known "Premier Marathon" but is just as fully guaranteed as to its dependability and economical operating qualities.

With or
Without
Reservoir

For Coal
or Wood



It has a beautiful heavy polished steel body, well protected with asbestos, and hand rivetted with neat cone headed rivets.

The fire box is perfect, and is the equal of that found in any of the higher priced ranges.

All the nickel trimmings are buffed to a great brilliancy and being semi plain are Easily Cleaned.

Write at once for Descriptive Leaflet with Prices.

THE THOS. DAVIDSON MFG. CO.
Limited

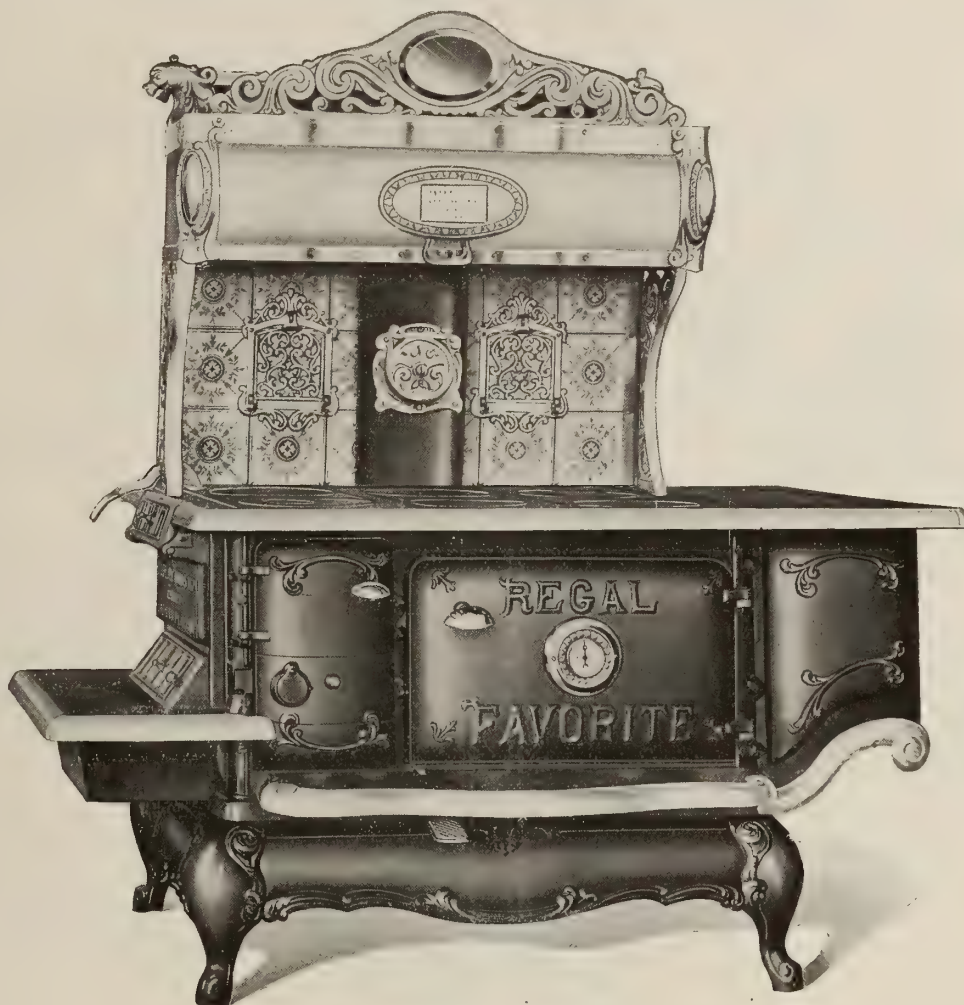
MONTREAL

WINNIPEG

TORONTO

THE REGAL FAVORITE

Has class and individuality and is specially built to meet the requirements of the rural districts of Canada. It has a **large roomy top, large square oven.** The **firebox for wood** is long and spacious. The **firebox for coal** is constructed to keep a continuous coal fire night and day with a minimum amount of fuel.



Burns Either Coal or Wood

The **Regal Favorite** is distinctively a farmer's range and the dealer who secures the sale of it is sure to command the country trade for his district.

There is nothing on the market to compare with it for the purpose for which it was built. Dealers who bought a sample range early in the season are writing and wiring orders every day for more of them.

Made in Two Sizes, 19 and 21 Inch Ovens

FINDLAY BROS. CO., LIMITED

Carleton Place, Ont. and Winnipeg



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In broken and dozen lots, \$2.05

In lots of 24, \$1.95

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, OCTOBER, 1912

NUMBER TEN

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Hardwaremen and Sporting Goods.

manifests itself in all parts of the country.

Most hardwaremen are interested to a more or less extent in the sporting goods trade. The hardwaremen who are interested to a "less extent" might become interested to a greater extent if they were to meditate upon the subject for awhile.

The sporting goods trade is a fairly profitable one if looked after properly. But like every branch of trade the maximum of results cannot be obtained from the minimum of attention. A good many hardwaremen seem inclined to give it the minimum of attention. If the business comes all right. If it doesn't, why then it is no use worrying over the matter. That, in effect, is apparently the attitude of some hardwaremen.

That which is worth having is worth going after. And the sporting goods business is certainly worth going after.

In this issue we are featuring sporting goods, paying particular attention to selling methods, from a perusal of which our readers will doubtless obtain at least some helpful suggestions.

Carry a note book in which to enter business-getting ideas. Memory is too fickle to be trusted.

Interesting Situation in Iron and Steel.

world over a tightening up process is at work.

Although for some time general trade conditions in Canada have been so healthy, the iron and steel indus-

The season is approaching when the usual demand for seasonable sporting goods man-

ifests itself in all parts of the country.

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Not for a long time has the situation in iron, steel and metals generally been as interesting as it is to-day. The

try in this country was up to within the last few months, in anything but a satisfactory state. There was plenty of business to be had, but prices were so badly cut owing to American competition, that profits were not infrequently dissipated. During the last few months these disturbing features have practically disappeared.

In the United States to-day iron, steel and metals of all kinds are in active demand at advancing prices. Pig iron is from 50 cents to \$1.50 above the low point of 1911. Bars are 15 cents higher. Plates are 30 cents, black sheets 25 cents, galvanized sheets 35 cents and wire nails 20 cents above the minimum figures of last year. Tin is about 10 cents, copper 5½ cents, lead 5¼ cents and spelter 5-13 cents higher than the lowest figures of 1911.

The remarkable thing about the activity of the market in the United States is that it should be so pronounced in a presidential election year. To one viewing the situation from the outside the present condition of the iron, steel and metal market appears to be all the more reassuring. It shows that the improvement has taken place in spite of the influence of political disturbances.

At the same time, however, there are not wanting those who are skeptical in regard to the future. They premise that as the orders on which the furnaces and mills are now engaged in filling were placed when prices were much lower than they are at present there may not be a great deal doing next year. In support of this assumption they draw attention to the fact that there has not yet been any great disposition to place orders for steel for 1913.

But while this may all be true, it should not be forgotten that prices on iron and steel are still below the ruling figures of two years ago.

There may be occasions when integrity in business may not apparently pay, but it certainly has greater paying potentialities than dishonesty.

The Key to the Situation.

As the iron and steel trade in the United States is, so must it necessarily be to some extent in Canada. The situation in the States is the key to the situation in Canada. The experiences of the past year are alone in themselves sufficient evidence of this.

Taking it all round Canada is the best customer the United States has for iron and steel and their products. The trade returns show how in our imports iron and steel from the United States preponderate. For example, during the last fiscal year, out of a total of \$96,140,200 worth imported, \$78,579,063 were from

the United States. Of the balance only \$13,856,077 came from Great Britain.

How easily the iron and steel trade of Canada can be influenced by conditions in the States can be gathered from these figures.

Another significant feature in regard to the iron and steel situation is the condition of the market in Great Britain and Germany. In Great Britain the iron trade is enjoying an unusual period of prosperity, with the production the best for eighteen months or two years. Every available furnace is in operation, and as the demand continues strong, prices are appreciating. The exceptional activity at the shipyards naturally means a heavy home consumption of iron and steel. On the Clyde the shipyards in August turned out 22 vessels of 87,000 tons, which is a new record, while the output for the eight months is the largest since 1907.

In Germany there has been a boom in the iron and steel trade for some time, and there are no evidences of a reaction. Prices there, too, are appreciating.

The healthy condition of the world's iron and steel trade is doubly significant. It not only means a good condition of business in this particular line. Being the acknowledged index of trade conditions generally, a healthy iron and steel trade means a healthy state of affairs all round.

* *Vacations give the human machine an opportunity to lubricate.*

Hardwaremen and Vacuum Cleaners.

A few months ago the Hardware Journal published a number of interviews with retail hardware dealers regarding their experience with vacuum cleaners. Their experiences were uniformly favorable. They not only made money by renting them, but they found that to rent was to subsequently sell the machine.

In spite of the satisfactory experience of those who are handling vacuum cleaners there are still a great many hardwaremen who are giving practically no attention to this line. The loss will undoubtedly be theirs.

Vacuum cleaners are no longer an experiment. They are no longer even a luxury. Nearly every ordinary home can afford one. The time is not far distant when a vacuum cleaner of some sort will be as common in the average home as the ordinary broom is to-day.

People are not going to sweat with a broom when, by the expenditure of a comparatively small amount of money they can get a machine that will enable them to do their housecleaning with little or no labor.

If the hardwareman does not cater to this want others will. The time for hardwaremen to take this matter up is not some time in the future. It is now. The longer it is deferred the more difficult will it be to "get in on the ground floor."

The water that has passed cannot be brought back.

Customers, like vegetables, should be cultivated.

Business Men and Municipal Matters.

In another few months municipalities throughout Ontario will be in the midst of their annual municipal election campaign. The present is none too soon for the business men throughout the province to put on their thinking caps in regard to the matter.

Many merchants think much of their duties in regard to their own immediate business. The management of the affairs of the municipality on business lines

is something they seldom take seriously. This ought not to be. The underlying principles of business apply just as much to the conduct of a municipality as to an ordinary municipal concern. This principle is not always recognized, in practice at any rate. Mayors, reeves, councilmen and aldermen are frequently in consequence selected from the ranks of men utterly lacking in business experience and acumen.

A business-like council can do a great deal to advance the interests of a municipality. It can also do a great deal, through ignorance, detrimental to the interests of the town.

If business men fall asleep when they should be wide awake they have themselves to blame when their municipal council is composed of men deficient in the essential business qualifications.

Every dollar of unnecessary taxes adds to the cost of doing business. But taxation is not the only thing to be considered. There are wise and necessary expenditures to be made for the general welfare of the town which only those who possess the business experience and instinct can appreciate.

The clerk who is not at least "up to par" should be given the opportunity of adopting another vocation.

Team Work in the Store.

The highest degree of success in business is not won by the individual efforts of one man in the store. It is won by team work.

Much of the success of any business naturally depends on the manager. If he is incapable there cannot be adequate organization. And it is the quality of organization that determines the effectiveness of the team work. He is indeed a capable manager who not only recognizes this but possesses the faculty of bringing it about. It may not be an easy task, but where there is the will there's the way.

Team work or co-operation implies that each factor in the business is pulling together for the general good. The employer or manager must deal squarely with his clerks as well as with his customers. He must do the best he can for them. The clerks must, on the other hand, do the best they can for their employer.

It is a case all round of "doing unto others as you would they should do unto you."

Where the spirit of loyalty obtains it is not difficult to secure team work. But the initial move must necessarily be made by the head of the business.

It pays to be tactful and just with salesman as well as with customers.

A Reflection on Retailers.

At the annual meeting of the Associated Ad Clubs of America in Dallas, Texas, one of the speakers complained that "the retailers are without efficient organization in their advertising departments."

While advertising by retailers is gradually being done on a more systematic and intelligent basis, and compared with even a few years ago shows a marked improvement, yet it is still far from being what it should be. Consequently the criticism of the expert at Dallas was well founded.

There is too much hap-hazard advertising. To be effective advertising must be well thought out. The smallest retailer in Canada can think just as well as the biggest. The only difference is the extent to which each can carry on an advertising campaign.

Sporting Goods in Hardware Stores

Some Seasonable Suggestions and Experiences that may be Helpful to Dealers who are Interested in this Branch of the Trade

HINTS ON CREATING A TRADE IN GUNS.

By J. G. T. Spink

It has often occurred to the writer that in some sections of the country where hunting and trap-shooting do not prevail to any great extent, that steps should be taken by dealers handling a small line of firearms, and carrying a large stock of fishing tackle, bicycles, etc., to create a demand for rifles, shotguns, ammunition, firearms accessories, etc. Indeed, a demand strong enough to warrant a store carrying complete lines may not apparently exist in any particular location, but it must be a very exceptional place that offers no opportunity for the dealer to stimulate a more profitable call than he is enjoying under the existing circumstances. The days are gone by when a dealer simply sat down and waited for trade to come to him. He must go out now and fight his competitors with clever trade-bringing methods if he wishes to capture the trade. There are various ways for those dealers living in sections not densely populated with game to make rifles and ammunition a very profitable department of his store. He can attend the nearby shooting meets and get acquainted with possible clients. He can introduce to them a particular rifle and ask the members to try it and express their opinions as to its capabilities; distribute a few samples of ammunition for trial; or show a shooting accessory which may be unknown to their competitors or their friends.

If there is no such meet in existence, he can endeavor to fan local enthusiasm into forming one. In country districts where amusements are few and far between, it is astonishing how popular such an organization becomes. Rifle and revolver clubs, too, are getting increasingly popular throughout the country. Here there are possibilities likewise, of which the progressive man should not lose sight. He can, with a little ingenuity, take a leading position in the conception of such clubs, and kill two birds with one stone by creating a demand and at the same time advertising his wares.

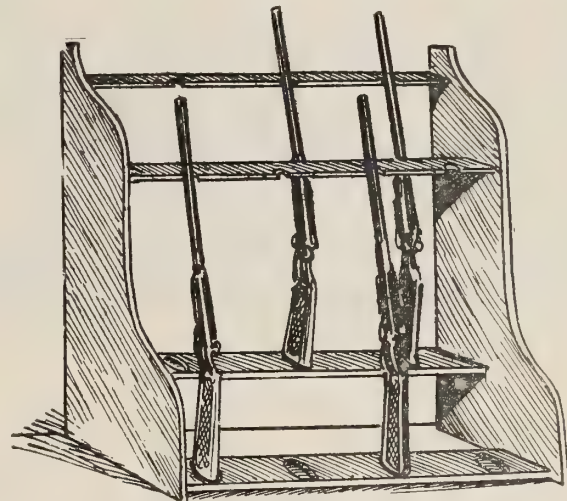
If such a dealer wishes to carry rifles and ammunition with profit—and they can be carried with good profit—he must not only foster the demand by going outside his business premises, but he must have effective window displays. To keep the lines hidden away in a dark corner of the store is to turn profitable articles into dead stock. Rifles, revolvers and ammunition help in the attraction of a window, even though the hunting season may not be at hand, and there is this advantage that their employment will continually direct people's attention to the fact that such lines are carried. Then, of course, in the spring and fall, full window displays can be made. It is not necessary for a dealer to carry a wide range of guns. The more expensive grades can be selected from catalogues and expressed at once from the jobbers. At the same time he must carry sufficient lines to make a creditable display, and what is equally important, he must keep up the quality of his goods. An inferior article will kill all chance of a repeat order. If the mainspring, or any other working part of a gun fails to do its duty, as is likely in the case of a low-grade article, the purchaser of the article will not only discredit the store, but will prejudice his friends likewise.

Cartridge belts, canvas clothing, gun covers, also

give profitable returns. There is one mistake which dealers often make, and it is an expensive one, too, and that is in ordering coats and vests, they specify a size that is too small for practical use. A hunter does not want a close-fitting coat, and the dealer is well advised who does not go below the 38-inch size in ordering. Smaller than this the line will probably become dead stock. There is another point which should not be forgotten, and that is to pay careful attention to the care of weapons. Each time a gun is handled in a store it should be carefully wiped. Finger marks soon create rust, and no customer would think of buying a weapon that is not as bright in appearance as it was when turned out of the factory.

SPORTING GOODS FOR FARMERS.

There is no reason why the dealer who handles sporting goods should confine his business solely to the city or town in which his store happens to be located. If business does not come to him in satisfactory volume, he should improve his methods and go after it. The natural place for sports, and where they are most-



A simple and easily constructed gun rack.

ly pursued, is the country; amid the fields and woods, where the game abound and the fish jump in the waters. This is one of those things that make the selling of sporting goods somewhat different from other trades; and the up-to-date dealer will not fail to note the fact, and act accordingly.

There are thousands of farmers scattered all over the country, and the demand for guns and fishing tackle from this direction alone amounts to a prodigious sum, annually.

The dealer in a substantial way of business, who is really familiar with the goods he carries, and is in a position to meet all fair competition, might with considerable advantage to himself make a special feature of developing a mail order business, in connection with his own store. The big mail order houses do an enormous business in all kinds of sporting goods among farmers, which, with a little energy, might be easily diverted in the direction of those who specialize along that line. In this matter, there are several things that

tell in favor of the expert trader, and the modern farmer is for the most part an enlightened individual, who is quite capable of approaching a proposition when it is properly presented to him.

One thing that is against the big mail order houses, remarks The Sporting Goods Dealer, is precisely that which is most often urged in its favor; it undertakes to sell too much of everything. As a result, the catalogues sent out by these houses run to an unmanageable size, and tend to confuse by their very completeness. Now, the up-to-date farmer knows enough to be aware that the house that undertakes to furnish everything is apt to fall down somewhere, especially when it comes to the specialties—such as sporting goods cer-



A well-arranged window by Roy Gilmour in the store of Flett, Limited, Vancouver.

tainly are. The farmer who is of necessity a good deal of a specialist himself, and in the way of becoming more and more so every day, has only to be approached in the right manner to understand the situation here outlined; and in this the sporting goods dealer can assist him to mutual advantage.

There are lots of orders direct from the country awaiting the dealer who knows how to go after them, in the right way.

What is known as the mail order system is no longer a mystery. It is being successfully pursued by thousands outside of the big houses, and is available to anyone who cares to apply it. A well gotten up catalogue, the postal service that Uncle Sam places equally at the disposal of all, and plenty of vim are all that are necessary.

The first thing that the dealer, who would try mail order methods, must do is to carefully consider the territory most available for his purpose. He should not begin too ambitiously, rather to do well and thoroughly that which he sets out to accomplish. The next step is to get a list of the most desirable names. Meanwhile, let him get out some attractive literature. This, without being bulky, should cover all he has to say, so that all points be made strongly, and clearly. All literature should be very carefully worded, and if

necessary an expert should be called in to give the finishing touches. In this line of business the catalogue and follow-up letter take the place of the salesman; their drawing power is therefore vital.

When customers are attracted use them to bring more. Use the follow-up letter for this purpose. Human nature, all the world over, has this peculiarity in common: Where a man buys he wants others to buy also. It is a matter of pride; another form of the familiar saying, "I told you so." It is by skillfully working upon this side of human nature that the big mail order houses owe most of their success. They have trained the multitude to believe because they sell everything and in enormous quantities, therefore they sell well and cheaply. There never was a greater delusion, but for a time, at least, it was popular; though there is reason to believe that popularity is on the wane.

The sporting goods dealer must go on quite another tack. His strong point is that he is a specialist. "Buy of the expert in sporting goods, and get the right and dependable article" is his greatest talking point; and he should keep using it until it is driven right home, so that it sticks for all time.

There is a large and growing trade open to the up-to-date dealer, who adopts mail order methods for the purpose of reaching farmers, and other outside customers; especially in the direction of guns, ammunition, fishing tackle, etc.

A letter prepared along the lines of that which accompanies this article would be a good one to introduce your line. There may be no reason why you should wait for the farmer to send in for a catalogue, so send it to him immediately with a letter calling his attention to the fact that you are sending him a copy of your latest book, and that you would like to have him keep it for future reference in buying guns, fishing tackle, etc.

The farmer has need of sporting goods. He is located in the country where game of all kinds abound. There is no reason why he should send his orders for sporting goods to the mail order houses.

Get after this trade right now and get a list of the farmers in your vicinity, if you are so located, and send all on it a letter telling them that you want their business and you will do anything within reason to get it.

VALUE OF A "SPORT" IN THE STORE.

Every hardware dealer who handles sporting goods and who wants to make the most out of that department, should have at least one clerk who is interested in one or more branches of sport. Where a dealer has a large sporting goods department he should try to arrange to have each of his clerks interested in a different line of sport, i.e., one fellow who likes football, another partial to baseball, another to hockey, and so on. It may be that the dealer only has one or two clerks and he asks how he is going to cover all the games with only two men. That's all right. If he can't get a clerk that plays all sports, get one that is interested in two or three. The main thing is to get them. There are few fellows who confine their sporting proclivities to one branch.

Of course, the dealer, when selecting a clerk who is somewhat of an athlete, would like him to have some knowledge of salesmanship. This is desirable, but not essential. A young fellow can be brought in and taught the lesson of selling, and while it may seem inadvisable to pay an inexperienced clerk an exper-

perienced man's salary, the dealer who is inclined to think this way will soon find out that the increased business will warrant the extra expense.

The writer knows of a dealer who took a young fellow into his store and put him in the sporting goods department. This fellow, whom we will call Joe, knew absolutely nothing about the selling end of the game, but he did have a wonderful knowledge of the "tools" used in the different games. The dealer paid this fellow an experienced clerk's salary and when a brother merchant found out and asked him why he did so, he said, "I'm taking the chance, but I think it's a good one. I'll win out, watch me." And he did, for during the time Joe was in that department the business done was many times larger than had been done in the past.

Although Joe played three or four different games, he "shon" at baseball. He was known throughout the locality as a crack pitcher and, as a result, he received letters from the managers of several teams, informing him when the organization meeting of a club was to be held, and asking him to be present. He would always make an effort to attend these, and when different subjects were being discussed and the topic of outfitting the club came up, Joe was always there with a gentle reminder that Squaredeal & Co. were in a position to supply everything "from soup to nuts."

Before the season opened Joe had signed up with four teams. He impressed upon each manager separately that he would not be able to pitch every game for that particular man's team, but would only be able to "work" in one game. In most leagues the manager of a team is allowed to sign up enough extra men to make two teams so Joe went in as an "extra" for each of the four teams.

As a result of his baseball ability and his promise to work at least one game during the season, and on account of his persuasion that the firm he worked for were good outfitters, Squaredeal & Co. sold four complete sets of suits, besides a large number of balls, gloves, bats, chest protectors, masks, etc.

By mixing with various clubs this way, much business can be picked up by a good clerk. One large store the writer knows of has two clerks who are active Y.M.C.A. members, two more belong to a toboggan and ski club, another is an enthusiastic rugby and hockey player, while the boss is himself a member of the city's largest gun club.

Through being a member of the local gun club, the proprietor secures all the business in ammunition for the meets and all repairs the different members need on their guns. Then, too, when the shooting season comes around, he gets all the trade of the individual members.

The members of the Y.M.C.A. will quite often get a call from a fellow member to bring along a gymnasium suit, a pair of shoes, or some other article needed in that work. The members of the toboggan and ski clubs wear the store's best stock to show them to other members.

The hockey and football player is well known throughout the district as a capable referee and is often asked to umpire a game. The proprietor, no matter how busy they may be in the store, always allows him to get away, for he feels that in this way he will get a "stand in" with the players and get much business in the various lines required by them.

The main thing in getting business this way, is to get out with "the boys" before the season has started—just when organization meetings are on. If you

wait till the season has commenced, it will be too late for the various teams will be fitted out. "Beat the gun" and get a start on the other fellow.

Baseball is now over and with the cool evenings come football talk. Now is the time to get out among the long-haired "huskies" and finds out what's what. Maybe you or your clerks don't play rugby, but that shouldn't stop you from mingling with the other fellows that do. If you can't play, get out and attend the organization meeting and maybe they'll appoint you secretary, treasurer, or to some other office. Get a line on who is going to play this year and canvass these fellows, either personally or by letter, and find out about their requirements. Tell them of all the new lines you have and how well you are able to supply their wants.

Above all, don't wait. The man who invented waiting died many years ago. Keep ahead of the season, go out and do some "missionary work" and watch the result.

ATTRACTIVE SPORTING GOODS WINDOW.

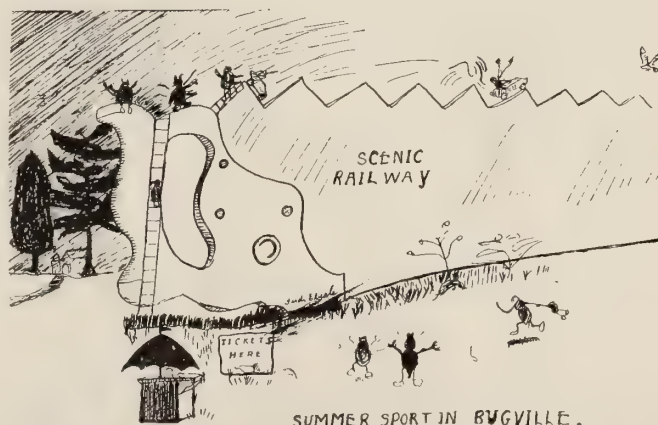
An effective window display of hunting supplies was seen last week in the store of the Alexander Hardware Co., Hamilton, Ont. Guns and rifles were featured and were shown stacked as the soldiers do. Several guns were suspended from the ceiling by invisible wire, with the barrels pointing to the centre of the window. The rifle most shown was a Stevens' "Riverside," No. 90, on which they gave a special price of \$5.50.

A novel idea was shown in the shape of a fort made of boxes of Winchester and U.-M.-C. ammunition. Each box supposed to represent a brick. Behind this and trained over the top was a rifle, and the effect was both unique and attractive.

Manufacturers cut-outs and hangers were used to set off the display.

A SEASONABLE WINDOW DISPLAY.

Wood, Vallance & Co., Hamilton, Ont., had an excellent sporting goods window last week, in which they featured Winchester and Stevens' rifles and shot guns, and Dominion and Eley ammunition. Fishing tackle of all descriptions, decoys, belts, caps, lawn bowls, indoor baseballs, and other seasonable lines also were shown in neat array.



Summer Sport on a Carpenters' Saw.

HOW TO MAKE MONEY IN SPORTING SUPPLIES.

To successfully conduct a sporting goods department the dealer must, as in all other lines, first study the class of trade he has to cater to. For instance, he may be doing business in a town where there is very little baseball, football or hockey played, but where the "natives" go in a lot for fishing and shooting. In places like this, guns, rifles, ammunition and fishing tackle would have to be featured. Where these lines are the leaders the dealer should familiarize himself with the various game laws in order that he may talk intelligently to customers and prospective customers.

Then, too, the success of the department will depend

There is money in sporting goods for hardwaremen who are "sporty" enough to "toe the scratch."

in a large measure on the individuality of the dealer himself. If he is wideawake and keeps everlastingly after the business, he will make money, provided, of course, he buys in a proper manner.

Great care must be exercised in the lines stocked. The dealer may be catering to a class who do not want the best rifle or the best shot gun. There are many good arms on the market at a moderate price. In this connection let me say that the dealer who tries to sell a poor gun will regret it. So will the purchaser. To the real sportsman, nothing is more unsatisfactory than a low quality gun or rifle, or defective ammunition. His fun is spoiled and he naturally blames the man who sold him the goods. This means that he will go elsewhere for his next supply and it is altogether likely he will tell his friends, "Oh, don't go to So-and-So for your stuff. He sold me some and it was rotten." Then, too, when he's in the bush, he's sure to curse your stuff and create a bad impression on the rest of the party. No dealer wants testimonials of this kind so he should push the sale of quality goods and watch that the standard of his stock is kept up. Do not lay in too large a stock of ammunition or you'll have to carry it over from year to year, with the quality deteriorating all the time.

The hardwareman in a large city is "up against it" to a certain extent in the matter of selling sporting goods, on account of there being department stores and exclusive sporting goods stores. But the man in the town has a grand chance to work up a good trade if he will only go after it in the proper manner. Keep in close touch with your trade and let your customers know the various lines you have in stock. Otherwise, the business will go out of the town to some nearby city. Do some advertising. The wholesale jobbers and manufacturers will supply electros, either free of charge or at very small cost, and the expense of running an ad. in the local paper, or getting out some hand bills would not be large.

Dealers who have gone into these goods in earnest have all made money, and a trial is all that is needed to convince non-believers.

MAIL ORDER HOUSE METHODS.

A representative of the Journal was recently talking to the manager of the sporting goods section of a large department store and asked him how he thought a

sporting goods department should be conducted in an up-to-date hardware store.

"I don't know," he said, "for I've never had any experience in a hardware store. And anyway, why should I tell hardwaremen how to make the most money out of the line? They are continually 'knocking' us, calling us price-cutters, etc. But, let me tell you, if these fellows who talk that way would only conduct business along the same lines as we do, they would make more money and have less time for wailing."

"There are a few lines which a hardware merchant can afford to carry over from season to season, but the large majority cannot be sold after one season. This is particularly true of sporting goods. The athlete generally wants everything new and up-to-date, and if he cannot get it at one store, he'll go elsewhere. You would not buy, say, a hat that was a couple of seasons old. Therefore, the stock must be of the newest lines, or the department will lose money. A great many hardwaremen cannot see this, however. They over-estimate the trade they will do in a certain line of athletic supplies, or they may have a bad season, with the result that they have quite large stocks on their hands at the end of the season."

"Then, rather than dispose of these at a sacrifice, they prefer to carry them over for two or three years and have them become practically unsalable. They want to get the same price at the end of the season as they did at the start. They never stop to think of the good profit they have made on the same articles sold early in the season, and that they can afford to sell the 'fog-end' of the stock at a reduction and still come out ahead. If a man sells 80 per cent. of his stock at a fair margin of profit, he can afford to dispose of the other 20 per cent. at a good-sized reduction."

"As an instance. See those launches over there? (Pointing to some good specimens.) Well, we sold a large number of those this season at \$225. They cost us \$190. Now, look at the price on the card. (It was \$125.) That's what we're selling them for this month (September). This is a big reduction, but you can bet your life we haven't lost money on this line during the season. We're not in business for fun."

While it is not likely any hardware dealer is handling launches, the case cited is a good lesson and a fair example of the methods adopted by the bigger stores.

The same firm were selling at the time \$45 canoes

Success in handling sporting goods comes from buying right, selling right and advertising and displaying well.

for \$35, and \$2 bicycle tires for \$1.25. This latter article is one that certainly cannot be carried with safety from one season to another. Every one knows that rubber, even when not in use, deteriorates. If left exposed to the air, the rubber is injured considerably and if sold the following season, the purchaser finds the tire starts to crumple after very short wear. He becomes dissatisfied and his future trade is lost to the merchant who sold him the tire.

Poor quality goods never built up a man's business, and the stock must be kept right, even though some of it goes at a loss. It will pay in the long run, but a merchant must be careful in his buying.

Business and Store Management

USING FOLLOW-UP SYSTEM.

The wide-awake hardware retailer can use a follow-up system to great advantage. How it may be utilized in the building trade is shown by a progressive merchant in the west who has made his store known for 20 miles. Wm. W. Loomis, writing in a recent issue of *The Zenith*, on this man's methods, says:—

"This hardwareman has the news instinct of a reporter and every event is measured in terms of hardware. If he learns of an approaching marriage, he gets in touch with the man in the case, either personally or by mail, calling attention to the things from his store that will be needed in housekeeping: stoves, refrigerators, cooking utensils, cutlery, washing machine, garden tools, cooker, meat grinders, etc. He makes it a point to find out whether the man is worthy of credit and if he is 'all right' the fact is mentioned that an outfit can be purchased on monthly payments. Many a young fellow hesitates to ask for credit but is glad to avail himself of such an arrangement. When the proposition comes from the dealer, the sting of humiliation is removed and it is then looked upon, not as a kind of charity, but as a straight business transaction.

"He also mails advertising to the prospective bride and where there is no special reason for going elsewhere, his store secures most of the business, for people like to deal where they know their trade is wanted and where it will be appreciated.

"Should he hear of someone who is going to put up a new house, he immediately gets in touch with the owner and tells him how well stocked he is with everything in the line of builders' hardware, door knobs, door lock sets, sash weights, hinges, latches, sash cord, nails, and whatever is needed. If he learns that Jones expects to build, but not for three or four months, he immediately makes a note on his desk calendar to go and see Jones ten or twelve weeks later.

"Granted that other dealers give just as good service and handle an equally desirable line of hardware, the chances are that Jones will buy of the man who wrote him because he (the dealer) had come out and asked for his business, not once but several times. There are other elements that enter into sales—personal relations, old friendships and the loose credit system of easy-going merchants—but following up every prospect has given this dealer a business which equals that of all the other hardware dealers in his district.

"He keeps in close touch with lumbermen and carpenters in order to learn the names of prospective builders and sometimes he begins soliciting trade a year or more before a man is ready to build, but as a result, when that time does come Macy usually has a first mortgage on the business. Nor does he confine his efforts to large sales. If a farmer is putting up a hay shed, Macy is out after the sale of cables, hay forks and carriers. If a farmer is doing well with his chickens, Macy makes it a point to inquire whether or not he will soon be needing more poultry netting. If a man's family is growing, Macy takes opportunity to ask the good wife if she will not require a larger cook stove or a new washing machine. If the boy is

stretching into a man, Macy reminds him that he needs a safety razor.

"It would be very easy to overdo soliciting of this kind and become a nuisance, but Macy is shrewd enough not to injure his cause in that way. When he meets a prospect he never begins by talking about selling him anything. He opens up on something the man is interested in—crops, weather, hogs, butter, eggs, a new wagon, an improved cultivator, the roads, his family, whatever is nearest the man's heart. And the interest he shows is not perfunctory; it is genuine for he counts friendship his greatest asset, and he promotes that friendship by keeping just as close to the life of his customers as possible.

His follow-up (probably he never calls it that or thinks of it as a system) continues after the sale is made, and for years he has drilled himself to remember not only the faces and names of his customers, but also what purchases they have made. If he meets Mrs. Jenkins of Pine Ridge he inquires:

"By the way, Mrs. Jenkins, how do you like that butcher knife you bought last fall? Remember you were going to take a thirty cent knife and I induced you to take the better grade at fifty cents. Was sure you would get an extra twenty cents' worth of service out of it."

"Now Mrs. Jenkins may have forgotten all about the butcher knife but this recalls to her mind the circumstances connected with its purchase and she is flattered. People like to be noticed—it's human nature, and to know that a busy merchant with hundreds and probably thousands of customers remembers about the knife you bought several months ago and is sufficiently interested to ask about it, touches a tender spot and Mrs. Jenkins assures Macy that the knife is the best she ever used.

"The big mail-order houses could send Mrs. Jenkins a carload of catalogues, circulars and printed 'inducements' without getting a cent of her money for anything in the hardware line. That personal interest is irresistible; it is a connecting link between retailer and customer that cannot be broken by distant catalogue houses. Macy is one of the dealers who long ago realized this fact and has studied to supply this one feature which his mail-order competitor cannot supply, and the result is a hold on the business that the catalogue houses can never break."

STRETCHING THE CAPITAL.

An American furnishing goods concern went out of business a few months ago. When the stock was inventoried some caps were found which were made especially for a Presidential campaign held in 1872.

Think of that! Stock forty years old.

The caps cost about 25 cents each, and there were three dozen of them, costing \$9 in all, wholesale.

Charge up a per centage equal to the cost of doing business against that \$9 worth of dead stock for forty years and see what it cost the merchant to keep it on his shelves.

Ask the banana man who stands at the corner how

much he could make on that \$9 in forty years in his business. Then you will know what it would have profited this clothing concern had it not kept that stock on the shelves—if it had used the capital right.

This banana man buys a cart load of bananas every morning, costing him about \$9, and sells them before night for \$20.

Since he works every day, holidays and Sundays, he turns his capital every day thirty times a month.

On a capital of \$9 he does a gross business of more than \$5,000 in the nine months he is able to work.

In forty years he could do a gross business of nearly \$300,000 on that little capital—without increasing his capital a single penny over that original \$9.

What would he make if he had \$9,000 capital and applied the same principles?

Any wonder the chain store fellows can keep buying more store and under-sell the "good-enough-for-me" one-man store?

The owner of a chain of six stores has never put a single dollar of his own money into the last four stores he opened.

When he opened his second store, he began buying

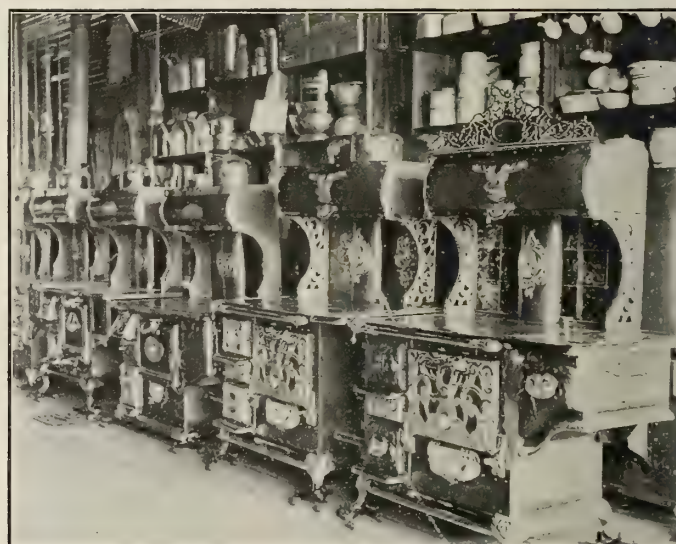
But isn't it better to stand the expense of adequate records and do a big profitable business on little capital, than to worry along without records and do a small unprofitable business on the most capital you can rake and scrape?

CHECK THE INVOICES.

The question of goods claimed to be short in a shipment is the source of a great deal of trouble between the jobber and the retail merchant, and it should be the aim of everyone who handles the goods to eliminate this evil.

As the goods pass through so many hands it is very easy for mistakes to occur. Have a good system of checking, packing, shipping and receiving, and see that it is properly carried out. Be on the lookout for mistakes, and investigate anything that might give ground for complaint. Don't close your eyes to a possible error because it won't reflect on you or your department, but rather look up anything that might reflect on your firm.

When checking an order it is better for the checker



Two views of the interior of Brake Bros. hardware store, Edmonton. Judging from the palms shown the firm have an artistic taste. Note that the firm handle fire extinguishers.

in small quantities, stocking up every day and selling the goods before the bills came due.

In a short time he opened his third store, without putting any of his own money into it. Soon he increased his chain to six stores.

Now he is doing business almost entirely on the other man's capital. He buys in very small quantities and discounts his bills with the proceeds from the sales of the goods.

If the retailer provides himself with accurate and complete detail information about his sales and his stock on hand, he can practically do business entirely on the capital of the houses from which he buys—and make those houses glad to let him do it.

Buying in small quantities may make the cost price a little higher, but the increased sales will make the expenses lower and the reduced profits on each sale will rapidly multiply into a bigger dividend at the end of the year.

One per cent. profit 52 or 100 times is better than 10 per cent. five or six times.

Of course this is possible only by keeping such close tab on sales and purchases that the merchant can buy in very small quantities.

to see the different lines as they are written in the order, as the clerk in getting up an order may take a wrong meaning out of a line, or even read a line incorrectly, and afterwards be blind to the proper reading.

When getting out an order read each line carefully, as many mistakes are due to mere carelessness.

In packing, good sense and experience go together. Pack goods of the same class together, and avoid placing small packages in full cases if possible, as they are very apt to be lost or overlooked at the other end. Often an article claimed short turns up later in a washing machine, or a full case of goods not opened at the time. Some houses send out packing slips with their invoices; this certainly is a great convenience, but it involves a lot of extra work.

A shipment should be checked as soon as opened. If the invoice is not at hand don't unpack the goods. If any shortage or errors are found, carefully recheck and examine packages and packing before making a claim.

When full packages are short it is generally the fault of the transportation companies, so get after the shippers and have tracer issued without delay. If the shippers are to blame they will then have a chance to straighten the matter out.

Proper Way to Figure Costs

By Fred C. Lariviere, Montreal

I noticed in the article entitled "Figuring the profit on an invoice of paint, etc.," by Mr. Frank E. Goodwin in August issue of Canadian Hardware, Stove & Paint Journal, two problems which at first thought would lead you to believe that they were made out with the intention of wrongly advising your readers in order to show a great difference in the two ways of figuring the proper advances on cost to establish the selling price.

For example: "If ten gallons of mixed paints cost \$1.45 each, laid down, and the cost of doing business on wholesale cost was 18 per cent., with a desired net profit of five per cent., the method of figuring would be: \$14.50 plus \$2.71, plus \$0.86 equals \$18.07 to sell for. Divided by 10, makes price per gallon \$1.87."

I am pleased to see that Mr. Goodwin is willing to allow the merchant to make his profit on the cost of doing business.

The other method—figured on the sales—and the wrong method, too, as fully exposed in the June American Paint and Oil Dealer, would be to find the cost of doing business and the desired net profit on the volume of sales, and add these percents together. Then



FRED C. LARIVIERE, Montreal.

this would be subtracted from a base of 100, and the wholesale or delivered cost would be divided by that amount. Thus: delivered cost, \$1.45; cost of doing business, 22 per cent.; net profit 5 per cent. Add 22 and 5 equals 27; 100 minus 27 leaves 73; \$1.45 divided by 73 equals \$1.98, the selling price.

Mr. Goodwin knows very well that when he is figuring the cost of doing business at 22 per cent. on selling price, instead of 18 per cent. on cost prices, that he is very far from giving justice to the persons who adopt the principle of figuring the cost of doing business on the selling price rather than on the cost of the goods. I hope this has slipped the attention of Mr. Goodwin, because I cannot suppose that a man of his position and rank would dare to put before the public willingly or knowingly such a false and misleading statement.

To make the second problem on the same basis of cost of doing business as Mr. Goodwin is figuring the first one, the following figures should be used: 18 per cent. on the cost of goods, as cost of doing business, is equal to \$15.25 on selling. Consequently if you take 100, less 15.25 and less the 5 per cent. profit, would make a total of \$20.25; to deduct from 100, would leave 79.75. If you divide 14.50 by 79.75

you will get for answer, as the selling price, \$18.18 for 10 gallons, which is a difference of .11 cents and not over \$1.80 as represented by Mr. Goodwin's figures. When there will be only this small difference of .11 cents for each \$18.00 sale to cause damage to the merchant, I think it so small that to use Mr. Goodwin's own expression, I really think he is splitting hairs.

Another statement which leads you to believe that Mr. Goodwin has never managed a hardware or paint store is his total ignorance of margin that can be secured on the goods which are used for the illustration of proper accounting methods.

Those in business know that when we can make .05 cents per gallon on turpentine or linseed oil by the barrel, and .10 cents to .12 cents when we sell it by the gallon, without any allowance whatever for waste in measuring, we are getting all we can. This is very far from covering 18 per cent. of cost of doing business, plus the 5 per cent. profit.

G. W. paint and mixed colors could be sold over \$1.50 and \$2.00 a gallon, which would show a better margin than those exposed in the statement.

Assorted brushes should show at least a net profit of 50 per cent. to 75 per cent., as they are profitable goods, and artist colors would easily pay a net profit of 25 per cent. It safely shows that in giving the selling prices of any article, the cost of doing business is only a safeguard against selling it too cheap, when it can be avoided.

I also note in one of the paragraphs which begins "And again how simple is this method of figuring. First the net profit on the investment is found; then the cost of selling the goods based on the wholesale cost. Then the wholesale cost, the net profit and the amount of expense, or selling cost are needed to make up a fair, legitimate and equitable price and profit, without taking advantage of any opportunity to make a cent that the dealer is not entitled to. On the other hand, the dealer knows if his figures are accurately made, that he has priced his goods to cover what the wholesaler charges him for the merchandise, his legitimate net profit and the cost of doing business.

The investment in a business is not only the amount of goods in stock, but sufficient funds must also be provided to carry the accounts when you sell on credit. Consequently the investment is not only what the goods cost from the wholesaler, but also the necessary capital to conduct the business.

Now, as far as the public is concerned, the figures to be used by Mr. Goodwin's way of figuring must necessarily be higher than those used by Mr. Fernley's method, and I think that if exposed, the higher percentage to be added to the cost to make the equivalent amount based on the selling price will more than counterbalance any criticism which may arise, from the fact that by Mr. Fernley's method, a certain percentage is added to profit which is expected to be made.

In conclusion I will say that it is very interesting to know and to be able to appreciate both ways of figuring profits and this discussion has contributed, I hope, to make matters still more clear in the mind of your readers.

ERROR IN ADVERTISEMENT

In the Canadian Heating and Ventilating Company's advertisement on page 26 of this issue the announcement should read "Munro & Arnett," as agents at Vancouver, and the words "dust, ash" should read as follows: "Either Dockash or Duplex Grates."

SALESPEOPLE

HELP THE UNSUCCESSFUL SALESMAN.

By J. E. Steedman

From time immemorial salesmen of a certain class have wondered why they were not making a success of selling, though knowing and admitting to themselves that they had the best goods on the market, containing more meritorious features than any other, and a price that ought to be attractive to the buyer. Have any of these men ever given serious thought to their personal appearance as a possible reason for their failure?

Imagine a gentleman buyer in the midst of a busy day have a card presented to him by his office boy, and looking up behold standing in the doorway a slovenly dressed salesman, linen soiled, face unshaven, shoes dirty, etc. What impression do you suppose the buyer received? Would it surprise you if his thoughts ran in these channels: "Well, he can't be very important, and furthermore he can't represent a very high class article or house. Tell him (to the office boy) I'm busy." And it is seldom that the high class concern on the business card will bear sufficient weight to give the necessary entree.

You know there is an old saying that clothes do not make the man, and soiled linen may cover the cleanest heart in the world—but it seldom covers a clean skin.

Again, suppose this gentleman buyer finds a salesman awaiting an interview with his hat perched on the side of his head instead of in his hand, where it belongs, and a cigarette or cigar in his mouth. No need for further comment. In the somewhat slangy but expressive language of the day, "You've got me, Steve!"

When a salesman has eliminated these elementary faults and has posted himself thoroughly on the merits of his goods he has taken steps in the right direction to secure results. These selling points, by the way, must not be rattling around loose in your head and getting all mixed up, but must be all properly boxed and crated for convenient handling and immediate delivery.

Some of these criticisms do not apply to every unsuccessful salesman, but it will do no harm for those who are not as successful as they should be, to make sure. Most of us get cross-eyed when we attempt to size ourselves up; we see ourselves from an angle instead of straight in the face. Remember there's nothing that tells a woman the truth like a mirror or that lies more to a man.

Speaking of confidence, it is very easy to have the confidence of the company and also of the buyer, but you must have both to be a successful salesman, for, first, the company pays your salary, and second, the buyer helps you earn it. If you skin the latter you lose your trade, and if you skin the former you lose your job, so the straight and narrow path is by far the most desirable.

Remember, the worst game to play at cards or anything else is the game where you stand no chance to win and are sure to lose. Whenever you find business good, that is the time to force it, because it will naturally come easy; and when it is bad, that is the time to force it, too, as you will need the commissions at the end of the month. Incidentally this last idea should be realized by the salesman without being ne-

cessary for the company to call it to his attention, and will oftentimes save some very embarrassing conversations.—The Royal Standard.

A PLEA FOR THE BEGINNER.

By a Hardware Clerk

When a man first starts his career in the hardware world, it doesn't matter what position he holds, he seldom shows an immediate instinct of a nature showing that he is or will become a good hardwareman.

The making of a good hardwareman is study and experience; it is not inherited, neither can it be thoroughly learned from a book. The main essential is experience, and a man cannot get the right kind of experience if he is not given the proper chance.

I have known the old heads in the business to have certain methods which they would not impart to the younger employees; again I have known managers who kept the price lists and descriptions of certain special order goods securely locked in a drawer to which themselves only had access.

Why not give the under man a chance? If there is anything in him he will grasp it and be glad of the opportunity. Give him such work as he can do at first, and when he has mastered this, advance him to something higher, something which will let his brain work. Let him study the firm's price-lists, catalogues and magazines; give him pointers on everything possible, and above all invite him to ask questions and make a study of the firm's entire business. Any progressive firm should be able to do this, and should feel justified in aiding a beginner in any way they could.

Many young and energetic men are being yearly discouraged by not being given the proper chance for advancement in the hardware business, and are led to quit and try their luck at something else. I am satisfied that a large per cent. of these so-called quitters, if given the proper chance and encouragement, would in time make a mark for themselves, and be a credit to the commercial world at large.—Hardware Dealers' Magazine.

MAKING A SUCCESSFUL SALESMAN.

By Joseph Basch

A salesman is the center of activity in any retail business.

He is the visible representative of the store, and stands between the management and the customer.

Stores are judged by the impression created by individual salespeople.

A successful salesman knows his business so thoroughly that he has the respect and confidence of his customers, speaks with authority, and commands the situation.

Unless a capable salesman is connected with the proper sort of concern his capability will never develop into real breadth.

A good salesman endeavors to make sales that will be permanently satisfactory to the purchaser.

He must be genial, attentive, and respectful, but not subservient.

Good health is one of the most important requisites of successful salesmanship.

Every salesman needs recreation, but it must be sane recreation—the kind that will add vitality, and not sap it.

In addition to all this every successful salesman must have intelligence, honesty, faithfulness, good nature, tact, courtesy, and patience.

Window and Newspaper Advertising

HOW TO DISPLAY SPORTING GOODS.

Sporting goods offer the hardware dealer excellent chance to make up innumerable window displays. The line is a varied one and is made up of such articles as are bound to attract attention. There is a different line for each season and no matter what the time may be, a seasonable display can be put in.

The arrangement of a window display depends entirely on the dealer's individuality, and the size and general layout of his display space.

The main thing in window dressing is to have the goods arranged in such a manner as to first attract attention and then arouse desire to purchase. This is not at all difficult with sporting goods.

In putting in a window of sporting goods, try and arrange to secure a trophy that has been won by some club in your town or is being put up for competition in some league. This serves to attract attention and will cause people to stop and look when they would otherwise pass by.

The use of a dummy fitted up in the goods required for the game being featured is an excellent drawing card. There is only one drawback to this, however, and that is that a figure takes up considerable room and many hardware stores do not possess extra large windows.

Just now football supplies should be featured. A good plan is to get a dummy and fit it up with all the football togs—suit, stockings, head guard, rugby shoes, etc., and with a football tucked under its arm. The

goods can be displayed around this in a manner to suit the layout of the window. The window should be arranged so that the figure will attract first attention and then lead the passerby's eye to the other goods shown in the display. Price tickets should be used; not necessarily large ones, but neatly written ones that will show clearly the prices on the different articles.

Baseball requisites can be shown in the same manner in their season. The writer once saw a good display made up in the form of a baseball diamond. Gloves constituted the bases, a mask served as home plate, and bats, balls, chest protectors and other necessities were arranged around the diamond. If you sell uniforms and have not got a suitable dummy, they can be hung around on the walls of the window.

Fishing and shooting supplies probably offer more scope for display than any other line. Excellent woodland scenes can be made up and suggestions may be secured from the displays reproduced elsewhere in this issue.

Hockey time will soon be here and skates, sticks, pucks, goal nets and pads, shin guards, etc., will be featured. Put in a good window and get a "stand in" with the managers of the clubs in your town.

Other winter sports that have become immensely popular during the last few years are skiing, snowshoeing and tobogganing. A window display of these goods is very easy to make up. Snowshoes can be hung on the wall, with toboggans standing upright against the back. Moccasins, stockings, mitts and other articles



This was a window display made by Rice Lewis & Son, Toronto. Practically everything necessary for a shooting outfit is shown. The partly hidden card in the front refers to articles manufactured by The Tobin Arms Mfg. Co., Woodstock. The reflection of the building across the street sadly impairs the goods in the background of the display, the shooting jackets and gun cases only being faintly outlined.

essential to these sports may occupy the floor of the window.

During the summer months there is a steady demand for tennis goods, lawn bowling supplies, cricket and baseball goods, lacrosse requisites, etc., and many interesting displays may be made from these. A good window of tennis supplies will attract the fair sex to the store.

A few minutes spent every once in a while thinking out sporting goods displays will result in increased profits for the wide-awake hardware dealer.

A NOVEL WINDOW DISPLAY.

Quite recently a hardware firm not a thousand miles from Toronto conducted a special tool sale. To promote the sale of these a novel method was adopted in window display. A real live carpenter was put in the

A GOOD WINDOW DISPLAY.

The Aikenhead Hardware Co., Toronto, recently put in a fine window display of Wiss shears. Samples of many different lines were shown, from the small household variety to the largest cutters' shears. Several of the larger sizes were suspended by brass chains from a brass rod which ran across the top of the window, while a large variety of styles and sizes were neatly arranged on a green background.

An educational feature was added by having at the back of the display large cards showing four different processes in the manufacture of Wiss shears. The Wiss guarantee also was prominently displayed.

In conjunction with the display advertisements were run in several of the Toronto daily papers, and, as a result, an excellent business was done during the week, and it is safe to say that the advertising secured will be productive of much future business.



A striking and artistic window display in the store of the Bond Hardware Co., Guelph. The window was dressed by A. T. Black.

window and allowed to make as much litter as he desired. He was equipped with a chest of tools the firm was boosting and told to go as far as he liked.

He was provided with as much lumber as he wished and carried out his instructions faithfully by sawing and hammering away conscientiously for the full eight hours a day. During the entire time a crowd hung about the windows and watched the mechanic perform. The workman turned out all sorts of things, boxes cleverly made to open by pressure of the hand, and other devices which are attractive to the ordinary mortal.

The idea was, of course, to advertise the tools, and the plan was highly successful in that respect. They worked to perfection in the hands of the expert, who soon had the floor covered with shavings and bits of material. The practical workmen who watched the performance were greatly impressed by the tools, and the firm discovered that it had picked out the best method of exploiting this line.

FEATURING CURTAIN STRETCHERS AND STEP LADDERS.

A retailer in Sparks Street, Ottawa, had a window display of step ladders, curtain stretchers and similar lines the other day which, although simple in arrangement, was quite effective. The intention was evidently to feature curtain stretchers, these being piled up in the most conspicuous part of the window with a large card in front worded: "Regular Price \$1.50. Special Price \$1."

E. S. Jenison, formerly with the Henion & Hubbell Co., of Chicago, Ill., has been appointed manager of the Pump Department of The Canadian Fairbanks-Morse Co., Limited, who are now the exclusive sales agents in Canada for the Triplex and Power Pumps as well as the other lines manufactured by The Goulds Manufacturing Co., of Seneca Falls, N.Y.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

SOME "WHY'S" AND "WHEREFORES."

By George W. Allen, Adv. Mgr. Consumers' Gas Co., Toronto

Where's that customer you had a year ago who came in response to your newspaper advertising? What became of him? Why didn't he continue to buy from you? How many more of your possible prospective customers has he succeeded in keeping from you? Is this the position you are in? Then why haven't you been true to them?

Do you yourself remain true to your grocer, your butcher or your clothing man? If your grocer or a

feel honored. Millions are spent in the endeavor to get custom, and when it comes there is no effort to keep it. Just thoughtlessness, that's all. Oh, that more business men would wake up. Thousands of people are longing to find the ideal place of business.

Are you the man for the job. If so—then remember—nothing is too good for your customer. No customer, no business—so then remember again, lasting good-will between customer and dealer is only gained by good and lasting service.

To give your customer good measure for good measure is profitable advertising. The newspaper will co-operate with you to get the best out of your advertising—see you to it afterwards that service is rendered.

Watch for our Big Window Display

Ammunition, Shot Guns, Rifles.



**Revolvers, Hunting Coats, Belts,
Rifle and Gun Cases,
Cleaning Implements.**

We have a very large stock of these goods. Get our prices before you buy. It will save you money

R. Chestnut & Sons

WHOLESALE—THE HARDWARE PEOPLE—RETAIL

A good example of co-operation of the advertising and window display departments. Original 6½ x 6½.

year ago isn't your grocer to-day, there's a reason. What is it? It can all be summed up in one word—service.

Poor service. Poor policy. Poor business. Something is wrong with business when the customer of yesterday isn't the customer of to-day. Something is wrong with business when the business neither goes ahead nor behind.

Yes, it is true—something is wrong. Go into any store you have a mind to: ask the clerk for some trivial thing—what's the result? "Haven't got it, haven't any sale for it, do not sell it in so small quantities, etc., etc." No effort is put forward to get it or to offer to get it if the customer will but wait a few moments. There is none of that "I'll be pleased to have it sent up, I'm sorry we are out of it, couldn't I get it for you, no trouble at all, we're only too pleased to do it. Take a seat and make yourself at home."

These and many other seeming trifles are what make the successful business man more successful.

Too many business men, wrongly titled, put on a "hope you'll soon be through" attitude which cannot help but be felt by the customer, and what's the result?—loss of custom.

If a customer patronizes you it ought to make you

WASTE OF ADVERTISING MATTER.

By an Observing Traveller

Speaking of advertising matter, the writer's attention has often been drawn to the half-hearted way that costly advertising matter is put under counter or in

HUNTING SUPPLIES



To secure best results on your hunting trip, "to get" your moose and add to your record as a sportsman you need the best equipment obtainable. We believe we can fit you out for a successful trip. Look over this list.

Ross Rifles, 303 Cal.	\$25.00
Levens Rifles, 32, 35 Cal.	\$25.00..
Savage, 32-40, 38-55, 303 Cal.	\$25.00
Marlin and Winchester Rifles in 30-30, 32, 33, 35, 38-55	
40-72, 47-50, 30 Govt. 303 Cal., prices....	\$17 to \$30
Also Winchester Automatics, 35, 351 and 401 Calibre,	
A full line of Rifle Covers, Cleaning Sets, Hunting Knives, Compasses and Camp Stoves.	
Ammunition to Fit All Standard Bore Rifles.	

SUMNER COMPANY

The Quality Hardware Store.

A well-balanced and and well-written ad. Original 4½ x 5½

some out-of-way place which is never put in proper circulation. Very often, too, clerks will use back of good show cards to make price tickets on, or window card for some line. Only last week the writer came across six expensive show cards which had been abused in this way. They were put away on a shelf while, if used as intended by manufacturer to keep their line of goods before the public, may have increased their sales on this particular line.

As you say, some dealers do not deserve a supply of advertising matter. The writer came across two big bundles nearly a year old, which, of course, was out of season. The store in question does a big farm trade as well as a good factory trade in all lines they handle.

How can they expect to get concessions from manufacturers if they do not use the material sent for the purpose of increasing their particular branch of trade.



Ammunition

BANG! BING! BANG!

WHAT'S the use of having a good gun and using poor ammunition?

IF you do you can't have much fun or luck or even satisfaction, and it takes all of these to constitute good sport.

We are headquarters for shells, cartridges, powder, shot, and all kinds of ammunition supplies,

See our 20-gauge Pump Gun. It's a beauty.

Mark's-Clavel-Dobie & Co.
LIMITED
PORT ARTHUR, ONTARIO

A striking advertisement. Nearly all advertising is enhanced by illustrations, and particularly that regarding sporting goods. Original 4½ x 8.

Some dealers are up to date and have packets all ready tied up to suit the particular season.

A large number of paint manufacturers are sending out their own advertising, with dealer's name on bottom of cards, not only once but two or three times a year. In some cases merchants supply list of names and others use latest copy of voters' list which, as a rule, is fairly accurate.

If you loan a catalogue to a farmer or a local factory foreman, keep a file giving name and all particulars, such as date on which catalogue was loaned, date returned and signed for by person receiving as well as initialed by clerk loaning, and you will have no trouble, knowing exactly where the catalogue has gone.

If the average dealer knew the cost of illustrated catalogues he would be more careful with them.

SELLING KITCHEN CABINETS.

A large department store which sells quite a number of kitchen cabinets during a year, advertised them this spring in the following manner:—

"Do you realize the advantages of a kitchen cabinet? Suppose, for instance, you kept your note paper in a box on your wardrobe shelf, your pen in a vase on the mantelpiece, your ink on the top of the bookcase, and your unanswered letters in your bureau drawer, it would require little argument to convince you that the possession of a well-appointed writing desk would prove a distinct acquisition. Well, then, the introduction of a kitchen cabinet will make just as marked a difference in the matter of cooking utensils. Instead of those innumerable journeys back and forth from pantry to kitchen table in the gathering together of the sundry ingredients and various dishes essential in the concoction of a cake or a pie, everything necessary is there before you within easy arm's reach above the bake board, ready for the mere lifting down or lifting up when required. The cabinet illustrated is one of the best in the market, representing the latest word in convenience and utility. The case is of quarter-cut oak, the interior equipped with self-emptying flour bin; glass jars for currants, spices, baking powder, etc., canisters for tea, coffee, cocoa, shelves for dishes, cupboards for dishes and drawers for cutlery—as someone has put it, everything under cover in an open cabinet. The table portion is covered with a nickelized metal, easily kept in a state of absolute cleanliness and bright shine. The price of this cabinet is \$25.00, with one slightly larger at \$28.50 and a third, lined with enamel, at \$30.00."

CURIOSITY SOLD THE GOODS.

Human curiosity is one of the baits the progressive merchant can count upon to help sell his goods, says an exchange. The hunter in the forest and the fisherman on lake or stream count upon the curiosity of the four-legged and finny tribes and the two-legged animal can be caught by the same method.

A certain hardware merchant tried this plan out recently, and while the actual results in sales were problematical, still he felt that he created a great deal of talk among the people of his community that could not help but advertise his store.

He covered his plate glass window with bon ami, or some such cleaning preparation, which, when on the glass, renders it non-transparent. In the center of the glass he left a large round clear space and just above this space he hung a sign, reading: "Do not look through this hole."

People passed the store, saw the sign, hesitated, and many of them came back to peer through the opening. What they saw in the window was merely a display of household articles, including a kitchen range, kitchen utensils, etc., but the window display probably made an impression upon them.

It wouldn't do for the merchant to employ such tactics frequently, but an occasional freak window display has been found by some merchants to be a paying proposition. Others adhere to a more conservative policy and only experience will prove which is right.

H. Dinsdale, for a number of years with the Peterborough Hardware Co., Peterborough, Ont., has left that firm to become office manager of the Fife Hardware Co., Fort William, Ont.

The Art of Card Writing

By L. Smeby

The author is a well-known instructor in card writing, and will answer and inquiry directed to this office, and pertaining to this work.

Spacing, layout and arrangement of the reading matter for your card is one of the most important things to study in show-card writing. As a matter of fact, the lay-out is so important that although a person may be a perfect letterer the work is often commonplace or inferior because of lack of ability and neglect to study this phase of the work. It has marred the work of many a card-writer who have otherwise shown marked ability in execution of the brush.

Spacing and arrangement requires more study than actual lettering, perfection in lettering will come with practice, but no amount of work or practice will give you skill as a show-card writer, unless you make an effort to study layouts and arrangement from every

of the text matter to be put on the card, and the size of the card you are to use.

The style of work and the purpose for which the card is to be used must also be taken into consideration.

Your copy will most likely have some word or article that should be emphasized, some word or headline to stand out more prominently than the rest and to serve the double purpose of attracting the eye and adding to its appearance.

Allow plenty of space and margin for heading and never crowd the reading matter—the more margin the better your card will look besides directing attention to the reading matter. Plenty of white space around several lines of small lettering, or a large amount of reading matter will make it stand out fully as prominent and strong and as easily read even at a distance, as if you were using large lettering and had the matter closely lettered with small margin. Remember this—small letters with plenty of white space around it show up better and is plainer to read than large lettering crowded and without border.

Study closely all work you see elsewhere. If a card pleases you, you may be sure it is the harmony of arrangement and the pleasing layout that attract your eye.

After you have decided on the size of your card and have received copy of reading matter, begin your layout by making a rough outline on a sheet of paper, sketch the letters in space ruled and you will easily discern any mistake you have made, such as crowding and taking too much space, or too large lettering.

After you have satisfied yourself that you cannot improve upon the arrangement get your card ready. Use a hard pencil for ruling so as to make faint marks that are hardly noticed when card is finished. Never rule your lines clear across the card, nothing spoils a card more than to see ruled lines across the margin; rule only for space you expect to use for the words. If any pencil lines show too plainly use art gum for erasing—it is the only eraser that leaves no mark—the ordinary erasers take the gloss off the cardboard and leaves a smudge that spoils the card. Be sure that the paint is dry before erasing lines.

Do not hurry your layout—it will invariably show the mistake before you are through—there is nothing more exasperating than to find that you have not enough space and must encroach upon the border and margin to fill out your word.

Spacing and proportion: You rule your lines for the height of the letters, and the width of the letter

AS ADVERTISED

SOAP
DISHES

*FOR THURSDAY
ONLY*

5¢

angle and view point. Poorly executed lettering will show up well, even attractive, providing the reading matter has been tastefully arranged.

Little imperfections indicate hand work. If lettering were absolutely correct the card would have the appearance and monotony of a printed show-card, and a show-card printed from type lacks originality and a free-hand touch.

The first thing to be considered is purpose of card, where it is to be placed and space to occupy. Second, size of card board to use. Third, style of lettering. Fourth, arrangement of reading matter.

The arrangement or layout depends on the quantity

HOME MADE

CANDY 30¢

FOR RENT

THIS DUPLEX
MODERN
THROUGHOUT

INQUIRE AT
3541 50th STR.
OR PHONE NO. 3001

must be judged according to the number of words to go in the space. Be careful in this respect as here is where you make or mar your work. If you are to make a classy card you should make a rough outline on a proof sheet. For the distance between letters allow a space of about the width of the stem or upright stroke of the letter. If a spurred letter is used, the spurs should be about one-eighth of an inch apart. Between words leave a space of about the width of a letter.

The tops of the lower case ascending letters, such as "b" or "d" should be one-third above the line of the body of the letter, and the items of descending styles same space below the line.

Owing to their construction, space between letters "L" and "Y" is a little narrower than the spaces between straight stemmed letters. The space between them would become too wide if the same rule of distance had been followed.

Twenty letters of the alphabet are proportioned alike, the exception being letters "A, I, J, M, P, and W." "I" is made like the single stem of letter "H."



"J" and "P" are slightly narrower than the regular letters. "M" is one-fourth larger and "W" is made one-third larger than the regular letters.

Very few get the exact proportions and it is safe to say that not one observer in a thousand will notice the difference unless a very big error has been made.

Study the layouts of cards accompanying this article. These styles are acceptable for all purposes and, if desired, can be elaborated upon by shading or flourishes.

WRITING BUSINESS LETTERS.

By A. E. Edgar

The letters a merchant writes should in every way reflect the character of his establishment. If the correspondence is attended to in a haphazard, happy-go-lucky manner, the ones who receive the letters have a perfect right to presume that the writer's business is conducted along the same lines. Some men think that as long as the letters are understood that is really all there is to it. As far as the business details mentioned in the letter go, this is so, but the impression it makes on the receiver can never be wholly effaced, be that impression good or bad. A hastily written letter indicates to some extent a state of disorder on the part of the writer, and the recipient may be excused for feeling unsafe in dealing with such a merchant.

For the sake of appearance, if for no other reason, most merchants should own typewriters. These may

be purchased all the way from ten dollars up for rebuilt machines, while a first-class make of typewriter is sold for \$50 on a partial-payment plan. It is no trick to learn to use one properly, although it requires some practice to get speed.

The address should consist of the name of the person or firm to whom the letter is sent and the postoffice address necessary to carry the letter to him or them. Some firms vary this somewhat and thereby weaken their correspondence. The full name and address should be given. The name of the person addressed should be prefixed with the abbreviation "Mr.," "Mrs." or "Miss" as the case may be. The word "Messrs." is practically forgotten in these latter days, and it is a good thing that it is.

The salutation is very important. This is usually, "Dear Sir," or "Gentlemen." "Dear Sirs" is not considered as good form as "Gentlemen." If there is any degree of intimacy between the correspondents the salutation may be made more familiar and read, "My Dear Mr. ———."

The body of the letter consists of the message to be conveyed, and, as before stated, should be as direct to the point as possible.

The following "Don't's" are among general directions that a large wholesale concern has had printed for the use of its employees:

Carefully avoid such words and stock phrases as: "Beg to acknowledge," "beg to enquire," "beg to advise," etc. Don't "beg" at all.

Don't say "kindly" for "please." Avoid "the same" as you would a plague.

Don't write: "Would say." Go right ahead and say it. Don't say: "Enclosed herewith." "Herewith" is superfluous.

Don't "reply" to a letter; "answer it." You answer a letter and reply to an argument.

Don't use a long or a big word where a short one will do as well or better.

The complimentary close is a relic of olden times and by some is said to be the bowing out of the writer from the presence of the reader. It is necessary that there be some kind of complimentary close, because we have been so long accustomed to see it that it would come rather as a shock if it were omitted. However, the best close is the one that finds the most favor, "Yours truly." In the Old Country it is customary to say, "We are, dear sir, yours truly," or "In the meantime we remain, dear sir, yours truly." The "Yours truly" is better. There are occasions when this might be varied to "Truly yours," "Sincerely yours," "Cordially yours," etc.

The letter paper used should be of good quality and preferably white. The envelope should match it in color and texture. The printing should be the very best the merchant can secure without being unduly extravagant. The printing should be in black or very dark blue. This applies especially to paper and envelopes to be used exclusively in correspondence.

In advertising letters it is a good plan to use tinted stock and to vary the colors used from time to time.

In conclusion, we might urge that a careful system of filing all letters of any importance should be installed.

Not long ago the writer saw a merchant pawing over a littered-up desk. He was in a "stew"; an important letter was missing. Had he had a filing envelope or file of any kind it would have been an easy matter to have kept track of all his letters.

A simple, alphabetically arranged file can be purchased for 25 cents. One can be used for each year, and it would be no trouble to locate letters that have been safeguarded for years.

What Trade Associations are Doing

SUING INSURANCE COMPANIES TO RECOVER INSURANCE MONEY

Insurance companies, as a general thing, don't like law suits. They would much rather create the impression that they are easy to deal with, because that has a directly helpful effect on business, while a reputation for contentiousness has the opposite.

Nevertheless, if the amount at stake is substantial, the average insurance company will fight rather than pay, if it considers that it has a good defence, and when an insurance company sets itself against the payment of a claim nobody on earth takes fuller advantage of every known technicality. It deliberately lays the foundation for that in its complicated policy, which imposes all sorts of duties on the holder, the ignoring of any of which—without the company's consent—is ground for refusing to pay.

The Company's Policy in Disputed Cases.

Nevertheless, the company's policy in most disputed cases is to settle, if it can do so on terms that it considers reasonable. It can be laid down as a rule that in most cases it also pays the holder of the policy to settle, rather than fight the company in court, even though he has to take less than he thinks himself entitled to. I am looking at the matter now not as one of principle, but as one of cold business—dollars and cents in other words.

Every one of the large insurance companies maintains a legal bureau of high-salaried lawyers retained by the year. The company has every advantage in litigation—unlimited means, the best counsel, unlimited time and the possession of the plaintiff's insurance money. In the average case it can tire out the ordinary man so far that he will be weary unto death, and even if he finally gets his money he will have spent a large part of it, or possibly all, in the court.

With other men I should like to be able to look at these matters from the standpoint of pure principle. "No matter if the sum at stake is only 5 cents, and it will take \$500 to recover it, I will still go ahead, for my cause is right." If a man has the \$500 to spare, and can afford to assume the burden of a worrisome and time-consuming lawsuit, very well, then let principle be vindicated. The average man, however, has to view the matter as one of financial expediency—which course will yield the most money in the end?

As a Rule It Pays the Insured to Settle.

I cannot refrain from referring to a case in which I was recently retained to bring action against an insurance company. My client claimed that his loss was \$2,800, but the company disputed this and contended that it was only \$2,100. They offered, however, \$2,400 to settle the case.

I advised my client to accept it, for two reasons: First, because though the case seemed strong, litigation is always uncertain, and he might lose entirely; second, even if he won all he claimed the company would undoubtedly appeal, and by the time the case

was concluded in the highest court he would have spent far more than the \$400 difference between his claim and the company's offer.

I could not convince the client of the wisdom of the advice, and he instructed me to refuse the offer and bring suit. A verdict was rendered in the lower court for \$2,600 and interest, from which the company appealed. To make a long story short, three years elapsed between the time suit was brought and the day when the Supreme Court finally upheld the verdict of the lower court, and my client had spent \$800 in ways which he could not tax against the company as costs. His account with the case therefore stood like this:—

Amount of verdict	\$2,600
Interest three years	488
	<hr/>
	\$3,088
Expenses	800
	<hr/>
Net return	\$2,288

In other words he had fussed and fought for three years, and was \$122 worse off than when he started. To be sure he had the satisfaction of having made the company pay out considerably more than it had offered to, but I question whether it was worth what it cost.

Every Insurance Policy Prescribes Certain Things

which must be done by the holder before suit can be brought. If even one of these conditions is ignored the courts will hold the suit prematurely brought and throw it out.

For instance, there is always a condition that suit shall not be brought until notice and proof of loss are

Those who are not orthodox in regard to fire insurance matters may have a hot time when they least expect it.

furnished. As stated in a preceding article, however, both notice and proofs can be waived by the company. But if not waived they must be forthcoming before suit can be brought.

Some policies also contain a condition that suit shall not be brought until the approximate amount of loss shall have been ascertained by some form of appraisal or arbitration. This, too, will be binding on the policyholder in the majority of cases.

Practically all policies provide that no suit shall be brought until after a certain time, usually 60 or 90 days. Unless there is something in the case to take it out of the fire, any policyholder beginning suit in advance of the time named will be thrown out of court. This condition, like others, can be waived by the company—not only by words but by actions. For instance, under the law, if the company denies all lia-

bility for the loss, it is a waiver of the time limit and suit can be brought at once.

There is also another condition that suit cannot be brought after a certain time. This has always been upheld by the courts unless the time limit prescribed is unreasonably small.

Some insurance companies have endeavored to go even further than this, by compelling a policyholder, through a condition in the policy, to bring suit only in such courts as the company chose. This condition has always been overthrown, because it unduly fetters a citizen in his right to use whatever court would have jurisdiction over his case.

A Trick Sometimes Tried.

In my own experience I have known insurance companies—not the largest and best, however—to endeavor to trick a policyholder into going past the time limit without bringing suit. For instance, they would open negotiations with a policyholder who had had a loss, thus leading him to believe they were going to pay. Of course we would not bring suit, and when the time limit had expired they would abruptly cease the negotiations and figuratively put their thumb to their nose.

Whenever the policyholder carries a case like this into the courts he will win, for all courts refuse to uphold the company in any such course.

When sued on an insurance claim, the company can defend on the ground that the policyholder failed to comply with some condition in the policy. The policyholder must then prove one of two things: First, he did not violate the condition; or second, if he did violate it, the company consented. If he is helpless on both these points he will lose his case.—Iron Age.

Editor's Comment.—While this article contains much truth, it misses the great point, the trouble in these losses usually arises through the assured being ignorant of the proper procedure to take in case of loss or in his having a badly drawn contract. Prevent all this by having your policies put in proper shape to fully protect you, and when you have a loss recognize that you are dealing with a subject of which you know nothing, not the hardware business, but fire loss adjustment.—Editor Hardware, Stove and Paint Journal.

ARRANGING FOR HAMILTON CONVENTION.

The executive committees of the Ontario Retail Hardware & Stove Dealers' Association and Hardware Exhibitors, Limited, have been getting busy during the past month discussing plans for the big hardware convention and exhibition to be held at Hamilton next February.

Arrangements are fairly well advanced and meetings will be held shortly, probably on Thanksgiving Day, to complete plans for the big gathering.

Plans for the exhibition spaces in the armories will shortly be sent out by Secretary Tobin of the manufacturers organization, and the 85 spaces available will probably be taken up in short order, many inquiries having already been received for space.

Everything points to the next convention and exhibition at Hamilton having the largest attendance of retailers of any similar convention ever held by Canadian retailers.

WHOLESALE HARDWAREMEN TO MEET.

The fourteenth annual convention of the Canadian Wholesale Hardware Association has been called to meet at Montreal on Tuesday, October 15, on the even-

ing of which date a banquet will be held with President Alfred Jeanotte presiding. Business of a routine character will be transacted and the advanced cost of many lines of hardware will be discussed.

As the joint conventions of the hardware jobbers and manufacturers of the United States are to be held at Atlantic City, October 22 to 25, many of those attending the Montreal convention will probably spend the intervening week in New England and New York.

A face which will be missed this year will be that of the late Thomas G. Dexter, an ex-president of the Canadian Wholesale Hardware Association, and one who will be long remembered as one of the most warm-hearted and kindest men in the Canadian hardware trade.

CUT PRICES ON JONES SHOVELS.

J. N. McGregor, Oakville, has brought forward a question which should be discussed at the Hamilton convention of the Ontario Retail Hardware and Stove Dealers' Association.

Oakville has been growing considerably of late, and a lot of drainage work has been done this year. The contractor for the drains asked Mr. McGregor for a price on several hundred Jones shovels and was given a very close quotation. The order went to Aikenhead's, Limited, Toronto, however, at the exact figure at which the shovels were quoted to Mr. McGregor by the wholesale house he deals with. Aikenheads are apparently on the jobbers' list and the extra discount they get allows them to make a profit and still undersell the local retailers.

The wholesalers, cannot, of course, take any action to enhance the prices but jobbers and retailers alike can, if they have sufficient spirit to act in defence of their interests, make things pretty uncomfortable for the manufacturer of Jones shovels or any other line of hardware on which a minimum re-sale price is not placed when the goods are sold.

It is manifestly unfair that retail-jobbers should be given special discounts enabling them to take away from local merchants trade which naturally belongs to their community, especially where the local dealers are alive to their opportunities and prepared to do business on a small margin of profit.

A strong committee should be appointed by the Retail Hardware Association to seek for other examples of unfair dealing, and to make reports regarding same not only to their fellow retailers but also to the Wholesale Hardware Association, as it is as much in the jobbers as in the retailers interests to take definite action which will prevent the further development of trade outside regular channels.

A DISCOVERY IN COSTS.

The retail hardware men are recognizing more than ever the importance of knowing the cost of doing business and as a result a good many of them are making some astonishing discoveries. One retailer who has been making a very close study of costs during the year informs the Journal that he has discovered that his percentage of cost is much larger than he had estimated when he was not so careful in ascertaining it before. He found that the actual cost was 17 per cent., and when he discovered this he immediately increased the price of his goods in order to yield him an adequate profit.

It is better by self-criticism to find and correct our own faults than to have our customers do it for us.

Stoves and Housefurnishings

THANKSGIVING EXCUSE FOR INCREASING STOVE SALES.

Zero temperature is often reached in the territory where I have been conducting business for a greater number of years than some people would be willing to acknowledge they had lived, writes "Stoveman" in Metal Worker. Before the middle of November the stove business on the average falls off with me and with everybody else in the same field. Formerly I accepted this as natural and made no attempt to hustle for more stove business. Several years ago I read an article recommending that the store be cleaned up, all of the stoves be put in first-class order and some display made in view of the approaching Thanksgiving Day dinner. When I read the article I was too slow to take advantage of it for the first year, but I did enough to realize that if the stove dealer kept it in mind and prepared for it, he could reap some benefit from it.

I am now speaking from a number of years' experience and I know that the stove dealer who neglects to get his sample floor in attractive shape, who neglects to make some display in his show window, who neglects to place some kind of advertisement in his local paper, or who neglects to distribute a circular or some printed matter among the people, particularly the farmers who come to town for their weekly shopping, is overlooking an opportunity to derive a profit which he needs to make the balance at the end of the year more satisfactory than it otherwise would be.

A man in the stove business should make his stove display the central feature of any attempt to attract special attention to his store. There is no reason why he should not have a turkey strutting in his show window if he desires. There is an advantage in having an array of pumpkins suggestive of the pumpkin pies for the Thanksgiving dinner. He may go so far as to have some one of his employees dressed up like one of the original Puritans, who were in a large measure responsible for the Thanksgiving Day observance. A man walking around the street with a banner saying that the best stoves to be had can be bought at your place and garbed like one of these old Pilgrims or Puritans is sure to attract enough attention to pay his wages for the day's outing. If he is provided with circulars or small picture cards giving the address and showing a stove or calling attention to the general line of business conducted, it will have a still further effect on the people with whom he comes in contact, particularly the school children, who will take their cards home and show to their parents.

I have found this season is a good time to sell the second-hand stoves which have been taken in exchange for new ones and which have been repaired and put in order for sale. There are a great many people who are willing to buy a good, well-repaired second-hand stove instead of a new one.

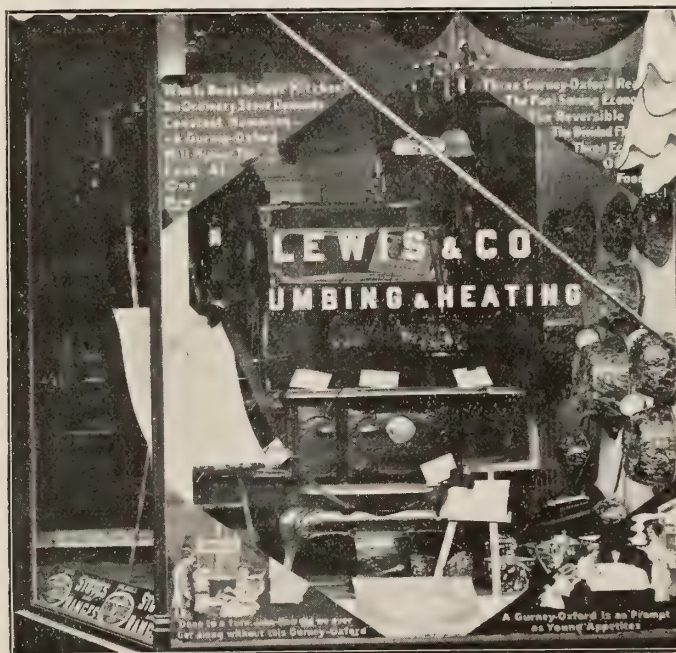
All these preparations require that the stove dealer shall be on the alert and have everything in readiness so that not only the stove is ready for sale, but to have the man ready to deliver it at the customer's house and connect it with the chimney. This last Thanksgiving Day dinner stove selling is a rush business and needs some more activity than possibly has been used during

the fall. It needs good-tempered, capable workmen, and if the whole plan has been properly put in operation it will bring in more profit than will be required to offset the cost, to say nothing of the increased prestige which it gives to the man who shows to the people that they are alive and worthy of their patronage.

A TASTY STOVE DISPLAY.

The accompanying illustration shows a display in one of the windows of Lewis & Company, Belleville.

The range in the window is a 149-18 Imperial Oxford Square. On the large easel is an affidavit card stating how long this range would hold fire with one filling of coal, and on the small easel is a large colored feature card describing the "Economizer." On the floor in front of the range is an Economizer, beside the easel and connecting these feature cards together are a ser-



Neat Window in Lewis & Co's store, Belleville, arranged by W. J. Doyle.

ies of bright red ribbons from the cards to the point described and from the point described to the transfer trade mark in colors on the window above the top of the range. The four corner pieces are lithograph window dress in four colors, the predominating color being red, supplied by the manufacturers, the Gurney Foundry Co., Limited.

Lewis & Co., traced several range sales direct to this window, and in the writer's opinion it was as tasty a window as he has seen this year.

* * * *

An attendant at an institute for the deaf and dumb was undergoing a pointless rapid-fire inquisition at the hands of a female visitor.

"But how do you summon these poor mutes to church?" she asked finally, with what was meant to be a pitying glance at the inmates near by.

"By ringing the dumb-bells, madam," retorted the exasperated attendant.—Judge.

MAIL ORDER CATALOGUE VALUABLE.

The purchase of a stove is quite a big event in any household and the housewife is bound to look over many lines before making her selection. In this she will not forget the mail order house catalogues, and these are gotten up in such a way as to make her believe she is getting great bargains.

The mail order house affects the hardware retailer on stoves more than on any other line he handles. Therefore, he should secure a copy of all the catalogues that come into his town and make a study of the stove department particularly. He will then be able to quote figures and make a good comparison of the lines offered by the mail order houses and those he is selling.

A retailer, writing in an exchange, says he likes to study the mail order catalogue the minute it strikes the town. "If the mail order house is my deadly rival," he says, then this is my rival's salesman. I have a chance to get next to his line of talk, while he never gets a look-in at mine.

"For instance, a customer comes in to look at some heaters. I play up the selling points of my line and he asks the price of an article that strikes his fancy. I tell him, \$44. 'Why,' he says, 'So-and-So in Chicago offers the identical stove for \$28.50.'

"If it's the identical stove at that price I'll order a cargo myself," I shoot back at him cheerfully—for it doesn't do to get hot under the collar first thing and call the mail order man a cheat and a swindler. While I'm jolly along that line I run over the pages of 'So-and-So's' catalogue. 'I'll bet this is the stove you mean!' I exclaim.

"The very same," says Mr. Customer. 'See, there's the price, \$28.50. I told you so.'

"And how much does it weigh?" I ask, impressively.

"The catalogue says—I let him look it up for himself—'360 pounds.'

"Then I proceed to show him that the catalogue stove at \$28.50 costs him 7.9 cents a pound. Mine, 550 pounds or over, at \$44, costs practically the same.

"So," I add, 'you are paying the identical price in each case. But if you buy this stove of mine you get a great deal better value. Of course you know a heavier stove holds the heat longer, warms the room more uniformly and doesn't need to be kept at its full capacity to do either or both. Then, the heavy stove lasts longer; at the very least it will outlast two or three light stoves. Mr. Blank bought one 19 years ago, not as pretty as this one, and it's still in use, giving good service, and it hasn't cost half a dollar for repairs all that time. To get the service my stove gives you for \$44 you would have to buy at least three mail order stoves one after another, paying \$85.50—nearly twice as much.'

"Then I dissect that mail order stove, bit by bit, comparing it here, there and the other place with the heater I'm offering. Mine has more bright metal work, it has a better lid equipment, the oven is more up to date—well, to cut it short, I've studied that catalogue stove and I've studied my own and I know the weak points of the other article and the strong points of mine. And in 95 cases out of 100 I not only make the sale, but enlist a missionary in my cause who understands the why and wherefore of a lot of cheap mail order 'bargains.'

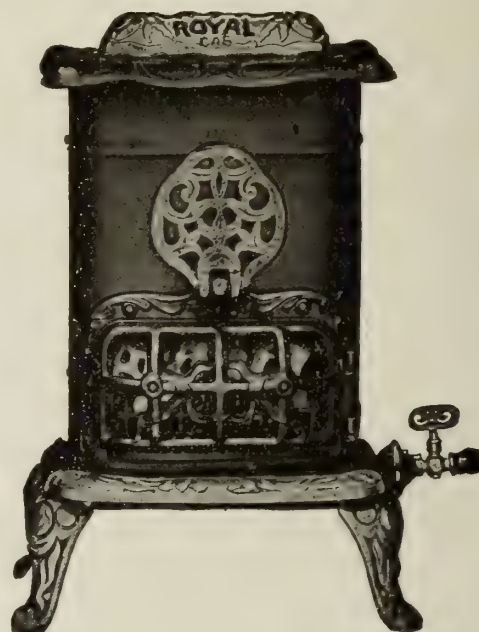
"I just give the buyer a fair comparison of values, and let it go at that. Abuse of the other fellow doesn't pay."

A NEW NATURAL GAS RANGE.

Districts in which natural gas is used as a means of heating and lighting are springing up every day. This is particularly true in the west and in sections of Ontario. Realizing this, the Gurney Foundry Co., Limited, Toronto, have gotten out already this year several new lines of gas ranges and heaters.

Cooking with natural gas calls for special apparatus designed specially for natural gas. To burn this kind of gas a stove must have extra thick linings and parts which will not quickly burn out under the heavy pressure put on by natural gas. Then, too, the flue must be properly constructed to carry off the disagreeable odor which arises.

The new Gurney-Oxford natural gas range has been built specially for the natural gas fields. It has four top burners and a simmerer, and the baking or broiling ovens are 18 inches wide. The oven is lined with cast iron and has a cast iron oven bottom lined with $\frac{3}{4}$ -inch fire brick, thus preventing warping. The top is fitted with sectional covers and each hole will take either an 8 or 9-inch cooking vessel. The large flues throughout the stove insure complete freedom from any odor



from burning natural gas. The burners are designed for natural gas, as are the valves which are adjustable, so that when the pressure at your house varies as the result of an uneven pressure from the gas field it is a matter of only a minute to change the valves to meet existing conditions.

Four new natural gas heaters have been put on the market. One of these is the No. 2A Gurney-Oxford Grand, here illustrated. This is a low priced heater and well adapted to natural gas sections.

Fix that "scratchy" bath tub. It's an extremely easy matter to make it comfortable. You can do it yourself at a cost of next to nothing. Just give it a coat of Harrison's bath tub enamel. Made just for the purpose. Resists the action of hot water; gives a tub a smooth durable surface, eliminating all the scratchy spots. A pint is enough to cover a tub thoroughly.—P. H. Matthews Paint House, Los Angeles, Cal.

TINSMITHING

STANDING SEAM ROOFS.

By H. M. Sanders in *Engineering Review*

We have spoken of the tin roof where the roof is comparatively flat, where all the seams are flat seams.

We have here presented the other class of tin roof, which applies to a steep roof, and is called the standing seam roof, as all the seams running lengthways

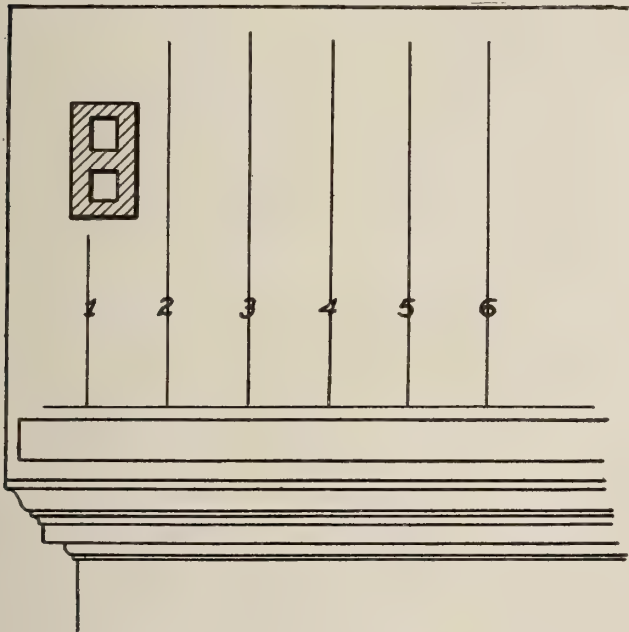


Fig. 8—Part of Roof Elevation

with the run of the roof are standing upright seams, as shown in Fig. 11.

Fig. 8 shows a part of the roof elevation with lines of standing seams shown at points 1 2, 3, 4, 5, etc. These standing seams extend from the gutter at the bottom to the top of the roof as shown.

Fig. 9 shows a section of the roof.

Fig. 10 shows how the two edges of the roof strip come together, with the cleats between to hold them down to the roof. These cleats are placed from 8 to 10 inches apart, split in the center down from the top, one-half being folded down over the 1-inch edge A and the other half of the cleat folded in the opposite direction over the $1\frac{3}{8}$ inches of the turned-up side (Fig. 10). These two edges A and B are then

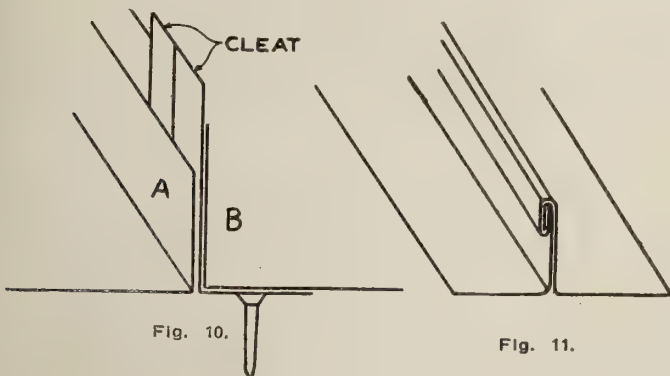


Fig. 10.

Fig. 11.

locked together with a double seam lock and complete the seam as shown in Fig. 11. Fig. 12 shows one of the cleats full size.

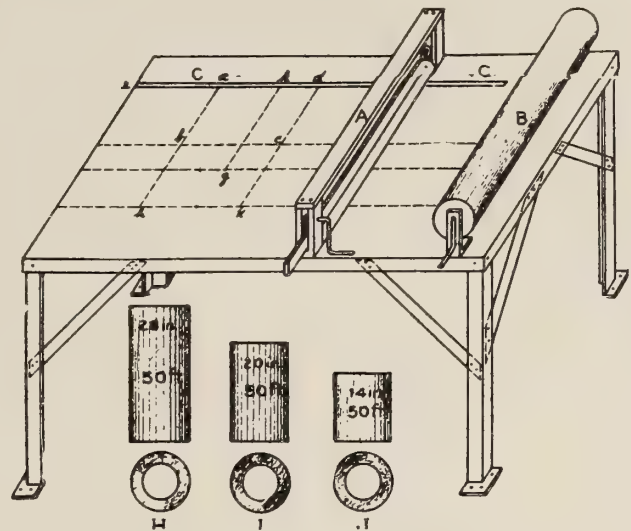


Fig. 13—Roofing Machine

Now the standing seam roof is not put on a sheet at a time, as is the case with the flat tin roof. Each section between ribs or standing seams is put together in suitable lengths to meet the requirements of their lengths for specific roofs. Though for convenience in handling for general commercial use, they are put together in lengths of 50 feet each. The width of these rolls in general use are 28 inches, 20 inches and 14 inches.

When the 20-inch width for standing seam roofs is used and the roof is more than quarter pitch, as shown

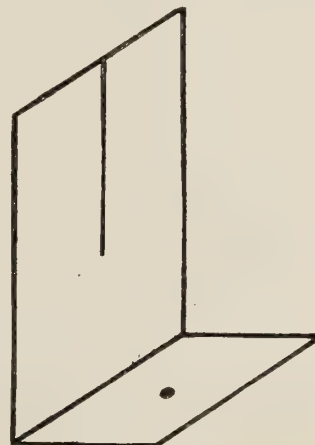


Fig. 12—Cleat

in Fig. 9, the cross seams only need be tacked on either side with solder, as it is not necessary to solder the whole width.

When the rolls of any of the three widths, 28-inch, 20-inch and 14-inch, are used for gutters or valleys, it is necessary to solder all cross seams.

The old way of putting these rolls together is either on a long bench, 40 or 50 feet long, fitted up for that purpose, or laid to a chalk line on the floor. But this is a great handicap to most shops, because of a lack of room. Hence the introduction of a machine in many large shops that will accomplish the work in as small space as possible.

In Fig. 13 we have roughly outlined such a machine, which takes up no more floor space than 6 x 3 feet. Referring to Fig. 13, A is the grooving machine that flattens down the lock smooth without the use of a mallet. B is the iron cylinder around which the roll is formed after being grooved together; CC is the back line of the roll straight.

The different widths of the rolls put together on this machine are shown by dotted lines, b c is the front line of the 14-inch roll, f g the front line of the 20-inch tin, and h k the front line of the 28-inch tin.

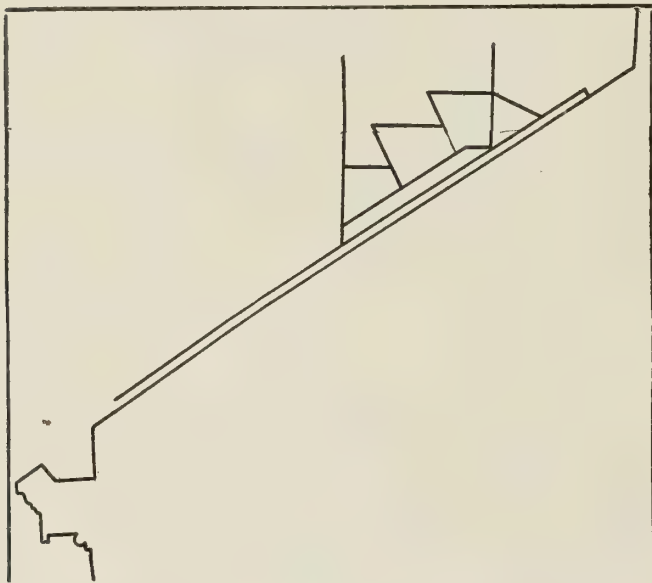


Fig. 9—Section of Roof

This gives us all of the different size rolls of 50 feet each practically of the same size, as shown at H, I and J.

To take the roll of tin off the cylinder, after it is completed, lift the end D of the cylinder up off its socket and then the roll will draw off.

PLUMBING IN FARM HOUSES.

J. R. Hambly, Barrie, reports a steadily increasing trade in his tin and plumbing shop, this department being now a large factor in his business. Already this season he has installed a number of furnaces and plumbing systems not only in town residences, but also in farm houses.

Smith & Schaefer, Bolton, are another hardware firm who report a growth of their plumbing trade, two plumbing systems having been installed in farm houses by them this season, one of these running over \$200 in cost.

There is a big opening for an extension of the work of tinshops in hardware stores. Farm papers and government circulars are preaching the gospel of better sanitation and hardwaremen should prepare themselves to assist in making life in country homes as modern and comfortable as in town and city houses.

PRICE OF GAS IN DIFFERENT CITIES.

The frequent reference of the newspapers lately, to the coal situation, brings to mind the fact that gas is much cheaper in Toronto than in cities situated almost in the heart of the coal district. Take Buffalo, for instance, gas is .95 cents there, and they are within a

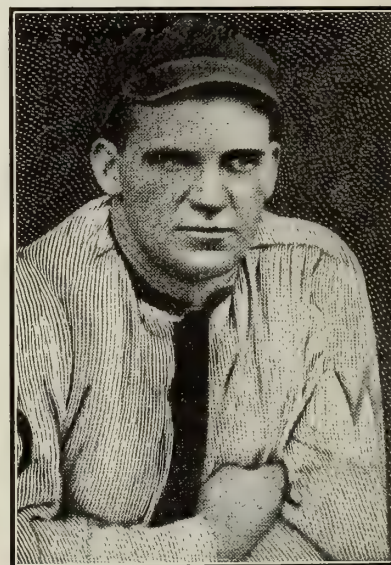
very few miles of the big mines. Pittsburgers pay \$1.00 for their gas, and they are right in the middle of coal lands. No Canadian city sells gas anywhere near the price at which it is marketed in Toronto. Winnipeg pays \$1.20, and Vancouver \$1.15 to \$1.75. Even New York, Boston and Brooklyn are higher at .80 cents, while Philadelphia and Columbus have \$1.00 gas.

In this column are some American and Canadian prices of gas. The price is for one thousand cubic feet of manufactured gas:—

Montreal	\$1.00
Hamilton	1.00
Winnipeg	1.20
Toronto70
Vancouver	1.15 to 1.75
Ottawa	1.00
New York80
Buffalo95
Philadelphia	1.00
Boston80
Columbus	1.00
Brooklyn80
Denver90
Portland95
Seattle	1.00
Pittsburg	1.00
San Francisco90
New Orleans80
Cleveland80
Oakland	1.25
Chicago85

BATEMAN AS A BALL PLAYER.

Friends of Walter Bateman, who covers Western Ontario for the Gendron Manufacturing Co., Toronto, know "Wally" as a live salesman, but few are aware of his abilities as a baseball pitcher. But the secret cannot be kept much longer as the camera has caught



Walter Bateman in his Baseball Clothes.

him in uniform—and he wears the outfit as well as he acquits himself on the field on those days when he foregoes selling rattan goods and children's vehicles in order to help his team add another game to the good in its percentage column. It is possible that "Wally's" bush league days are nearly over as he may accept an offer to try out with one of the Canadian League teams next spring.

Canadian Trade News

Grant & Co., Halifax, N.S., recently suffered fire loss. Wm. Padget, of Padget & Hay, Unionville, Ont., died recently.

A. B. Browne, hardware, Grimsby, Ont., has moved into his new store.

The Canada Paint Co. will erect a \$35,000 addition to their Winnipeg plant.

Gordon & Son, Eburne, B.C., have opened a branch store at Kerrisdale, B.C.

Wm. Homes, of the Canada Wire & Iron Goods Co., Hamilton, Ont., died recently.

M. S. Stevens, Blaine Lake, Man., has been succeeded by Hopkins & Trenholme.

The McClary Manufacturing Co. will, next spring, erect a fine new building at St. John, N.B.

The St. Lawrence Steel & Wire Co.'s plant at Gananoque, Ont., was slightly damaged by fire recently.

A. A. Dickson, hardware dealer, Irma, Sask., has sold out to W. Wilson, general merchant, of that town.

The store of McDowell & Russell, hardware merchants, Dundalk, Ont., was destroyed by fire on Oct. 1.

Frank Milburn has purchased the hardware stock of Hart Bros., Virden, Man., and will move into a new store.

An eastern hardware firm has purchased a large site in Moosejaw. The names of the buyers are not divulged.

C. G. Johnson & Co., Vancouver, B.C., have sold their paint, varnish and oil department to Johnson Paint & Varnish Co.

The Cochrane Hardware Co., Cochrane, Ont., are erecting a new store and have sold their old one to a large dry goods firm.

Larsen Bros. & Hinck, Grassy Lake, Alta., have bought out McNicol Hardware & Furniture, Limited, and the two firms will be merged.

E. A. Dykes, of Dykes & Rutley, Kindersley, Sask., has sold his interest in the firm to C. S. Rutley. Mr. Dykes will make Winnipeg his future home.

At a meeting of the directors of the Alberta Linseed Oil Mills, Limited, held at Medicine Hat, it was decided to increase the capacity of their present plant.

Robt. Reid, formerly of Reid & Ross, Guelph, Ont., has purchased a hardware business in Outlook, Sask. He has turned over the management of the store to his son, Fred S., who was formerly connected with the Bond Hardware Co., Guelph, but more recently with Peart Bros., Regina, Sask.

Damage to the extent of \$150,000 was done by fire on Oct. 1 to the plant of the Galt Robe Co., Galt, Ont. The extra heavy loss is accounted for by weak water pressure, the firemen being unable to cope with the flames. The firm recently put up a new addition to their plant and this, together with a quantity of new machinery, was destroyed.

NEW BUYERS AND CHANGES.

Ontario.

Orangeville.—Gillespie Bros. suffered fire loss.

Cobourg.—The Provincial Steel Co. had a small fire recently.

Manitoba.

Winnipeg.—St. John Sheet Metal Works started.

Brandon.—Knechtel & Co. removing to Saskatoon.

Belmont.—Box Bros., succeed C. Drummond-Hay.

Saskatchewan.

Regina.—Saskatchewan Stove & Hardware Co. incorporated.

Bounty.—Greensides & Hanna succeeded by the Bounty Supply Co.

Griffin.—Sutcliffe & Smith opened store.

Allan.—Joe Heisler succeeds E. Plyley.

Sovereign.—Ells & Hossum succeed —Meren.

Plunkett.—J. W. Peart succeeds J. C. Symington & Co.

Alberta.

Bow Island.—Willmot Bros., commenced.

Calgary.—A. H. Powell, commenced.

Calgary.—A. McBride Co., Ltd., wholesale and retail hardware; disposed of retail business to Marshall Wells Co., Ltd.

Calgary.—J. B. Powell Hardware and Heating Co. commenced.

Cereal.—A. H. Melville commenced.

Chauvin.—A. & M. C. Burke commenced.

Consort.—Alex. Bush, hardware, reported commenced.

Hanna.—Campbell & Horner opened store.

British Columbia.

Kelowna.—Dalgleish & Harding succeed Kelowna Hardware Specialty Co.

Vancouver.—W. A. Wood succeeds Bigelow Hardware Co.

HARDWARE MAN IN NEW ROLE

A new enterprise has been started in Forest, Ont., by the taking over by a number of the most prominent business men of the town of the basket manufacturing business of F. W. Flater & Son. The concern has been made into a joint stock company and the present plant will be greatly enlarged and the business gone into on a much larger scale.

Reg. F. Scott, a leading hardware man of the town, has been selected to fill the office of sales manager. However, he will not, for the present at least, give up his retail store.

WHERE PRICE TICKETS SELL HARDWARE.

Harland Bros., hardware merchants, Clinton, Ont., are great believers in the use of price tickets. Everything that is displayed in the store bears a price ticket. A member of the firm explained to the Journal their reasons for this. "In the first place," he said, "we believe we get increased sales and save a lot of time. On Saturday nights, and, in fact, all day Saturday, our store is pretty well filled with people and we all are kept busy supplying their wants. While waiting to be served, they look around the store and often see something they need but which they had no intention of buying when first they entered the store. They will pick up the article wanted and bring it to the counter to be wrapped up, thus saving a clerk's time in making the sale.

"Some people," continued Mr. Harland, "use no price tickets at all, while others use a private mark. When either of these methods is followed, a person will often come in, ask the price of an article, and, on being told that it sells for, say 80 cents, offer 75 cents, and generally get it at that figure. Then when another man comes in and buys something else, you have to put the price up 5 cents to make up, and take the chance of making him think he is paying more than the article is worth. If a man thinks this way and goes to another store and has his thoughts confirmed, it is certain that from then on he is no customer of yours. We have only one price and never vary from it unless we have a special sale."

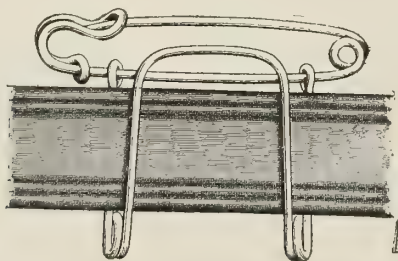
New Goods on the Market

When writing to manufacturers kindly mention the Canadian Hardware, Stove & Paint Journal

The Marlin Firearms Co., New Haven, Conn., is placing on the market a new 6 shot hammerless repeating shotgun. This gun is known as Model 28 and is furnished in 12 gauge only, regularly furnished with 30 or 32-inch full choke barrel, but, on special order, furnished with 26, 28, 30 or 32-inch barrel, full choke, modified choke or cylinder bore, without extra charge. The retail price is \$22.60.

Some of the up-to-date features of this gun are: Hammerless, all operating parts contained inside the frame or receiver; solid steel breech, inside as well as outside, so that a defective cartridge could not possibly break the grip of buttstock and hurt the shooter's hand; solid top receiver and side ejection, important features of all modern repeating arms, and many others, details of which will be furnished on request. The breechbolt, firing pin and other important working parts are made of Chrome nickel steel, specially treated, with an elastic limit of over 100,000 pounds to the square inch. Price lists and circulars for distribution will be sent to any dealer

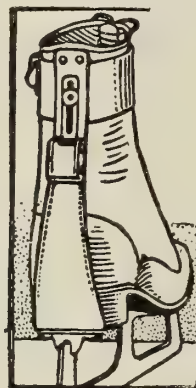
The Theo J. Ely Manufacturing Co., Erie, Penn., are turning out the "Surehold" blanket fastener here illustrated. This fastener is attached to the horse blanket



on the under side, and is to prevent the blanket from blowing off or getting out from under the surcingle. When the fastener is once adjusted it is not necessary to detach it from the blanket. When the driver of the horse stops on the streets and puts the blanket on he simply drops the tug or breeching into this fastener. Then it is impossible for the wind to blow the blanket from the rear. Aside from the humane treatment afforded the horse by the use of this device it will keep the blankets from being stepped on and torn.

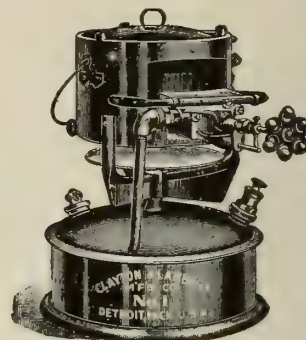
The fasteners are packed 3 doz. in a box, with a counter display card.

The Owen Sound Steel Press Works, Owen Sound, Ont., are putting on the market the "Perfection" steel ankle support and it is meeting with great favor among the hardware and sporting goods trade. The support is made from best quality steel and is so devised that by means of a hinge and sliding attachment, the ankles

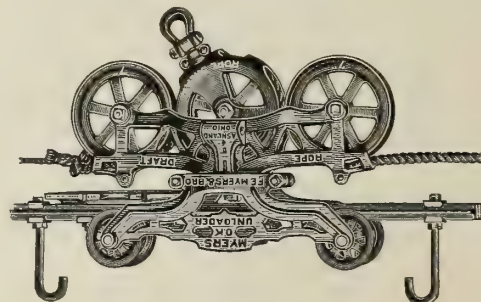


may bend forward or backward, but not sideways. The method of attaching the support to the skate and shoe is so simple as to make it a boon to skaters who suffer from weak ankles. Write the manufacturers for free descriptive matter.

Clayton & Lambert's (Detroit, Mich.) No. 1 fire pot, here illustrated, is designed specially for general utility work, and the makers claim that it has become a standard tool among the users of gasoline fire pots. The base is constructed of heavy galvanized iron, thoroughly braced to withstand hard usage, and is fitted with a patented automatic brass pump, supplied with double spring check valve, to insure constant air pressure. The burner is of flat construction, produces a perfect blue flame which burns steadily with great heat and which will melt a kettle of lead or babbitt while heating a pair of 12-lb. coppers. The top section is removable and is constructed of heavy gauge iron and fitted with a cover which protects the flame from cold and storm.

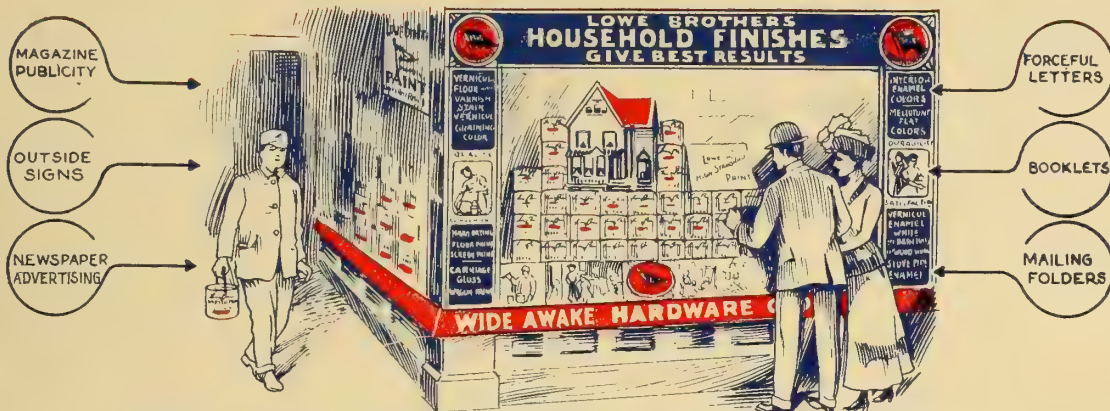


F. E. Myers & Bro., Ashland, Ohio, are manufacturing a new hay unloader, with extra long truck, 7-inch rope sheaves and steel roller bearings. The long truck distributes the load on the track and adapts the car for using two forks or slings. The unloader, combination, reversible, as here illustrated, is made to be used in connection with the company's double angle steel track. This carrier embodies all the features of the



straight reversible and swivel reversible carrier. It is fitted with the company's double lock, referred to as old and reliable, which engages the fork pulley on each side, thus to insure a perfect locking device. The wide

DRAWING CARDS



**GET THE PEOPLE ON THE OUTSIDE
TO COME IN**

"Several thousand people pass my store daily" said one Hardware Dealer to another. "I have a grand location."

"My friend" said his wideawake competitor "Very few people pass my store—they come in."

Any location is poor if your drawing cards are poor, and likewise any location is good if your drawing cards are good.

Lowe Brothers "High Standard" Liquid Paint is a good drawing card—the magnetic influence of Lowe Brothers advertising attracts new customers to your store. The uniformly "High Standard" quality gives such splendid satisfaction as to keep their continued patronage. "Get them coming, then keep them coming"—that's the "High Standard" way.

Are you looking for something to make passers by "come in"—something to keep them coming? If so, our traveller's visit to your town will interest you.

Lowe Brothers
LIMITED

TORONTO

Dayton

New York

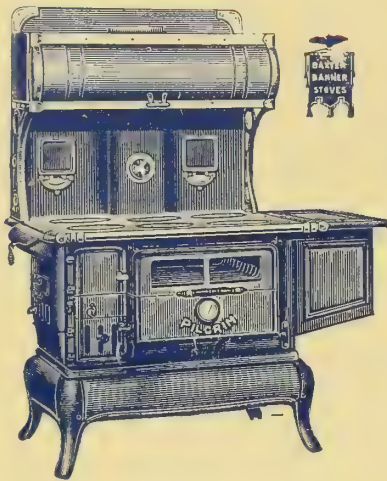
Boston

Chicago

Kansas City

LYON-MONKHOUSE, LIMITED
WINNIPEG, MAN.

Patent Divided Glass Oven Door



The Pilgrim Banner Cast Range
For Hard Coal, Soft Coal or Wood

Your Competitor Can Get Nothing to Compare With It

This patent divided glass oven door gives you a special talking point, entirely different from anything your competitor can offer, as it can be had only on stoves of our make. It enables you to get your price, and a handsome profit on every sale.

"Cake Like Mother Used To Make"

Is easy with this patent oven door

All the baking in sight. Everything baked exactly right. Your customers will never have a cake "fall" with this divided glass door. No more food "burnt to a crisp" because they forgot to open the oven door soon enough.

The Greatest Selling Feature Ever Placed on Any Range

These special features and conveniences of

BAXTER BANNER GAS RANGES

Will appeal strongly to your prospective customers

Patent Divided Glass Oven Door

A feature which distinguishes Banner Gas Ranges from all other makes of gas ranges and which of itself will make the sale in face of the sharpest competition.

When open, the upper half containing the glass swings up entirely out of the way. The lower half goes down automatically and forms a perfect shelf, wide enough to pull the baking out upon—narrow enough so that a heavy roast can be put into the oven easily without holding it at arm's length over a hot oven door.

Sanitary Baked Enamel Finish

Range body and castings have special, **non-rusting**, baked Japan finish. Beautiful and sanitary. Easy to clean.

One Oven Burner

Our single oven burner uses much less gas and does better work than the double oven burners on other ranges. This **one** burner serves **both** oven and broiler, insuring perfect baking and broiling at lowest cost.

Notice to The Trade

We are now perfecting arrangements with two Canadian jobbers—one east and one west—to handle Banner Gas Ranges and also Banner Stoves for coal and wood. Their names we will give in our next advertisement.

*"The Banner Line will
Boost Your Business"*

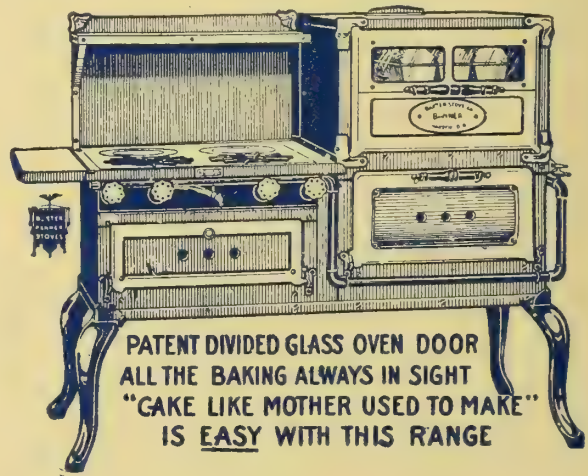


Guaranteed Explosion-Proof

The oven burner cannot be lighted without opening the oven door. No cumbersome or dangerous pilot lights to get out of order, fail to ignite, or confuse the operator. "Safe and sane."

Aluminized Oven and Broiler

All the oven and broiler linings are covered with beautiful, silvery, aluminum bronze, making them bright and attractive.



PATENT DIVIDED GLASS OVEN DOOR
ALL THE BAKING ALWAYS IN SIGHT
"CAKE LIKE MOTHER USED TO MAKE"
IS EASY WITH THIS RANGE

No. 518-528 Banner Gas Range

The Baxter Stove Co., Mansfield, Ohio

Minneapolis

St. Louis

Lincoln

Des Moines

Paint Oil Profits

Depend Upon

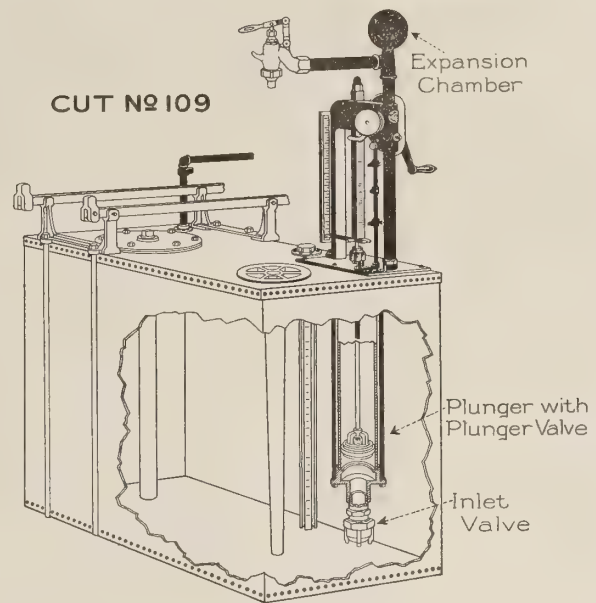
Proper Storage Methods

Anybody can sell paint oils but comparatively few dealers sell them at a profit.

Why?

Because of the tremendous waste under the old methods. Just stop and think how much time and labor is lost in drawing oil from a barrel or tin tank. Look at the measures, funnels, floors and faucets—you can see the oil that is wasted there. Then think how much oil is absorbed by the barrel and how this absorption affects the quality of the oil that you do sell.

Every cent of this loss can be stopped and turned into your pocket as clear profit by using a



Bowser Paint Oil System

Paint Oil Storage Systems

Listed by

Board of Underwriters

The question of proper oil storage has been one of great importance with insurance companies and the National Board of Underwriters. There are certain specifications in the storage of linseed oils, varnishes, dryers and kindred liquids that must be complied with in a storage system in order to insure safety and to maintain the quality of the oil.

At the present time there is but one "paint oil" storage system in the Dominion of Canada that is listed by the Board of Underwriters and that is the one manufactured and sold by S. F. Bowser & Co., Inc., Toronto, Ont. The specially constructed pump with the automatic venting system makes it an ideal arrangement for this purpose.

The pump is so arranged that the valves and interior of the measuring cylinder are submerged in oil at all times, making it impossible for these vital parts to gum or corrode. The discharge nozzle has an air-tight shut-off and the plunger rod operates through a stuffing box, making it absolutely air-tight.

Study the diagram—It shows the method of construction and why the Bowser has won international favor.

This system is the only equipment for paint oils sold in the Dominion of Canada that has been passed by the National Board of Underwriters—This fact demonstrates its safety.

While the safety feature is very essential in a storage system and is found in its highest degree in the Bowser, still the economic and profit-paying advantages alone are sufficient to recommend its installation.

The Bowser System has been installed by hardware and paint dealers from Nova Scotia to Vancouver—Why—because it pays a profit impossible to get in any other manner.

It will pay you the same as it has paid others—Let us send you details.

*Our Free Book No. 5-N
explains. Write today*

S. F. Bowser & Co., Inc.

66-68 Frazer Avenue, Toronto

open mouth permits the fork pulley to enter when swinging at any angle, thus insuring a satisfactory working carrier under all conditions.

The Pollock Manufacturing Co., Berlin, Ont., have put a new automatic clothes line on the market. This device is made along the lines of a measuring tape and is fastened on a post or wall. When not in use, the rope is wound up by means of a spring and is thus protected from the elements. The firm is now making a full line of brass nickel-plated towel bars.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The Aluminum Cooking Utensil Co., New Kensington, Penn., manufacturers of "Wear-Ever" aluminum ware, have issued a house organ, which they have named the "Wear-Ever Magazine." This booklet will be published monthly and will be sent regularly to all hardware dealers who send their name and request that they be put on the regular mailing list. Volume I. contains a number of interesting articles on the different epochs in the cooking utensil industry, together with helpful information on how to sell goods. The magazine will be edited by its readers and any one is invited to make suggestions as to how it can be improved, or to contribute articles of interest to the hardware dealer. Write the publishers and get your name on the regular mailing list.

The Pike Manufacturing Co., Pike, N.H., have issued a neat booklet entitled "Razor Hones and Strops." This contains descriptions of the various grades of hones and all varieties manufactured by the firm are listed.

J. H. Connor & Son, Limited, Ottawa, Ont., are sending to the trade their new catalogue of washing machines and wringers, and all alert and progressive dealers who desire the "last word" in these goods should write for a copy.

The Utica Drop Forge & Tool Co., Utica, N.Y., have recently issued a new catalogue of their nippers and pliers. It is well gotten up and a credit to the firm. Copies may be had free.

SAWS FOR CHRISTMAS.

This is not a jewel box nor is it intended to contain some jimerack that nobody really wants, but will be used this year by the silver steel saw people in the numerous displays of saws which will be made during the coming holiday season.

For a number of years E. C. Atkins & Co. have made a feature of saws for Christmas and are this year put-

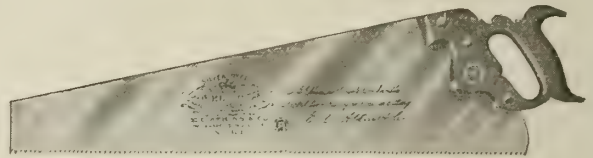
ting out their Nos. 400 and 401 hand saws, when specified, in a beautiful fancy box covered with holly. This service will be rendered on all orders received between now and Christmas.

We understand, however, that any enterprising window trimmer who wishes to make a special display of



silver steel saws can secure these boxes, together with very handsome Christmas sign if he will take the trouble to write to E. C. Atkins & Co., Indianapolis, Ind.

These are the Nos. 400 and 401 hand saws mentioned



above. They are of special high finish and extremely fine in quality with rosewood handle and silver-plated screws.

These Nos. 400 and 401 hand saws are of special high finish and extremely fine in quality with rosewood handle and silver plated screws.

SUPPLY SALESMEN WITH A LIST.

It is a splendid idea to supply the salesman with a typewritten list of forty or fifty items of seasonable goods or lines which, for one reason or another, you wish him to sell, according to a writer in an exchange. If you have any special prices or drives you want the salesman to make they should be put on this list. You should insist that the salesman commits this list to memory. For instance, just at this season every salesman should know all about wire cloth, both steel and bronze. He should know the size, the mesh, the price. He should know wire cloth is packed six rolls in a case, and that orders for factory shipment must be in multiples of six. If a charge is made for boxing he should know about that and the cost of the box. He should be posted on the freight allowance and why a freight allowance is made. He should know wherein his cloth is better than other makes. He should know why the paint falls off on the floor or why it does not fall off. He should know the difference between bronze cloth that is hard and stiff and bronze cloth that is soft and pliable. He should know just how wire cloth is made. How it is painted. How his cloth is wrapped and how it is labeled. He should know all about terms and if there is an amount allowed for prepayment he should be told about that.



Jamieson's Pure Prepared Paints



**have trade winning qualities that
increase your business.**

You can verify this by writing to those dealers who have already found it out. We'll send you a list of these, any or all of whom will back up our claims.

These Brands:

CROWN & ANCHOR ISLAND CITY RAINBOW

have 100% real solid value in each can and it's this factor that is required to increase your paint business.

*Postage is all you need spend to get prices
and agency particulars. Spend it to-day.*

EVERY CAN HAS OUR ABSOLUTE GUARANTEE

R. C. Jamieson & Co., Limited

Established 54 Years Ago.

Owning and Operating P. D. Dods & Co., Limited

MONTREAL

Paint and Varnish Trades

PUSHING PAINTS AND SPECIALTIES.

Too many hardware dealers lay in a stock of paint simply because paint is and always has been associated with the hardware store. They keep it because they know it will be asked for at times, yet they never think of pushing the sale of paints and paint specialties, except, perhaps, for a couple of months during the spring of the year, and then only to the householder. This is the reason so many dealers always have large stocks on the shelves, showing a lot of dusty, dirt-be-grimed labels. If good buying judgment was used and the stock was kept moving, there would be no dirty labels.

Certainly there is more paint sold in the spring than at any other season, on account of house cleaning and the general brightening up. But house paint is not the only line that should be kept in a paint department. Varnishes, finishes and other paint accessories are more or less in demand during the whole year, and a good trade can be done if gone after in the proper manner.

There are very few towns that do not possess several factories and mills, yet how many hardwaremen ever think of going out after their business in paints (and other lines)? These buildings require "touching up" several times a year. The whole building may not be gone over at one time, but one department fixed up this month, another the next, and so on, as needed.

Some of the lines needed for this work are smoke-stack paint, for metal work exposed to heat, red oxide paint, graphite paint, brick color paint and other exterior preparations. The inside will also require paint or calcimine, and the retailer should see he has a good white as when this is used the cost of lighting is reduced.

Another big trade that is worth going after is the carriage making industry. Where can you find a town or village that does not possess a carriage builder or waggon shop? They all need paint, varnishes and finishes. And they want the best, particularly for the finer work. This means money to the wide-awake dealer. Some of these fellows have used a certain brand of finish all the time they have been in business and it might be a hard matter to get them to change. But if you have confidence in your goods, take a chance and supply as a sample enough to do a buggy. In most cases it will be money well spent. Japan colors, coach colors, wearing body, drying body and various similar lines all should be stocked. There is a good profit in all these, and the dealer who handles them properly will make money.

KNOWLEDGE OF PAINTS.

The paint dealer, nowadays, must have a great deal more knowledge of his wares than in the olden times (not so many years ago, either). When he sold his white lead and colors by the pound and his linseed oil and turpentine by the gallon. In those days it was simply a case of measuring or weighing the commodity, and passing it over the counter.

But the tremendous development of the mixed paint

industry has changed all this. Now, there are house paints and floor paints and barn paints, each made according to a certain formula, excellent for its own purpose, but unsuited for many requirements, and then, there are floor stains, floor varnishes, and stains and varnishes combined, and no end of finishes for walls and ceilings.

When the poor ignorant householder decides to paint his porch floor, he enters the hardware store, looks over the color cards and selects the color he wants.

"Give me half a gallon of No. 1," is his order.

Now, it happens that No. 1 is a most excellent carriage paint. It finishes hard with a beautiful gloss. In fact, it is everything that could be desired, for the one particular purpose which the manufacturers had in view when they made it. But it will not stand the wear of hob-nailed boots, and the poor householder is grievously disappointed with its effect on his porch floor. It wasn't meant for that, but how was he to know, if the hardwareman didn't tell him?

MOLASSES AS VARNISH.

An amusing incident was related to The Journal by a well-known varnish manufacturer, who received the following complaint from one of his western agents. The agent wrote:

"We had a 'kick' on Jap-a-Lac last week and, knowing that all manufacturers are more interested in complaints than in praises, thought we would report this one.

"We sold a lady a can of Jap-a-Lac to dress up her porch furniture. She took it home and left a note to her husband (who is a railroad man) that when he came in from his run to varnish the porch furniture, while she went to spend the afternoon with a neighbor. He got the note and proceeded to do as she requested. He opened the can and found it so thick it would not spread, so he put in plenty of turpentine, that failed to do much good, but he painted just the same. He was on his last piece when his wife returned home and found the furniture in awful shape and the atmosphere full of profanity. Then she got mad and read our pedigree for selling her such 'stuff.' She went into the house and found the can of Jap-a-Lac unopened, but the same size can of New Orleans molasses was missing. What do you know about that?"

WHERE HE DREW THE LINE.

"I don't mind you trying to sell me blue paint when I ask for black," said the irate customer.

"But, sir—"

"I don't object to your trying to force me to buy a screwdriver because you haven't the sort of garden hose I want."

"My dear sir—"

"You can try substitution all you want to, and if you get away with it all right. But when you try to convince me every time I come into your store that I ought to adopt your politics instead of my own, I draw the line. Good-day."—Hardware Reporter.

Sell

Glidden

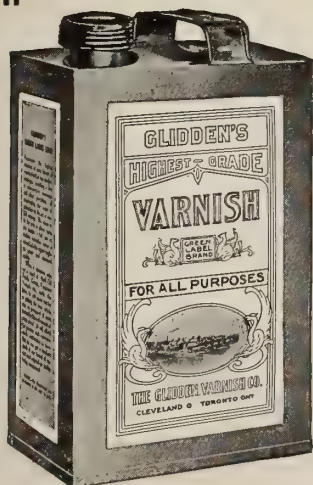
Green Label Varnishes

Because The Quality Makes Them Stay Sold

Ask
Us
About
Glidden
Endurance
Wood
Stains

THE headline of this advertisement tells the whole story. We could write a volume about Glidden discounts and Glidden terms and we could show you in plain figures how very profitable Glidden Green Label Varnishes are for you to handle. We could write another volume about Glidden advertising and Glidden co-operation, but the whole milk of the cocoanut is just this: It is good business for you to sell Glidden Green Label Varnishes because the **quality makes them stay sold.**

Write for full information of our unusual offer to the trade. Use the attached coupon.



The Glidden Varnish Company

TORONTO

FACTORIES

Cleveland, Ohio

Toronto, Canada

BRANCHES

New York

Chicago

London

The
Glidden
Varnish Co.
Toronto, Ont.

Gentlemen:— Send me full information concerning your unusual offer to the trade on Green Label Varnishes and Endurance Wood Stains.

Name . . .

Address . . .

Water Paints in Show Windows

By Geo. J. Cowan

Among the various lines carried by the paint department that can be displayed to advantage in the show window are the standard water paints such as hygienic kalsomine, alabastine, muresco, etc.

These have a sale that can be greatly increased if your customers only knew how many uses there are for them. Then, too, there is no material more practical for use in decorating the show windows of all the other stores in town.

In the past too many window trimmers have used goods from the stock, such as tarlatan, felt, plush, velvet, silk and flannelette, for the covering of the decorations that constitute the window background.

They did this oftentimes because they could get the goods out of stock and not have it charged up to their work, and also because something was needed to cover and make sightly the framework which constituted the foundation for their display.

The cost of using materials of this kind is so great that the trimmer can seldom put in as many changes of background as he would like and as the store should have.

To overcome the expense and also the extra labor incident to cutting out the cloth used in covering the surface so that the work looks finished, the trimmer can profitably make use of these water paints.

If he cuts his background out of wall board, all he need do is to go over it with the water paint, in any color desired, and secure as beautiful and soft a finish as can be had by the most expensive felt or velvet.

Think of the labor and the expense that he can save! And of the actual and effective public demonstration of this popular and profitable specialty in his paint department!

Then, in order to get a change of background, all he needs is to go over that surface with some other color combination of water paint instead of taking off all the cloth and re-covering the surface with other colors and goods, as in the old method.

This means money saved that can be used for many other items that the window trimmer can use to advantage in this work.

Stenciling and Plastic Relief.

The decorative possibilities of water paint in store windows are almost endless. It is the ideal material for stenciling designs on the background, along the border, in the panels, on the columns, pedestals, scrolls and other cut-out designs.

This prepared kalsomine or water paint is the most practical material for making all relief work in the windows and on the show cards. Simply mix it into a paste and press through a relief bulb, and make any kind of a raised design desired. It is also used for making raised letters on show cards.

As you know, it comes in a handy five-pound package and a great range of colors. If other colors are desired, they can be procured by mixing several of the standard colors. The small expense of the package and the fact that one can buy it as needed from the local paint dealer makes it easy for every trimmer to use.

Pure white relief work against a colored flat surface is as beautiful a decoration as one can possibly use in show windows.

Realizing that every show window in town should be changed every week, or, at least, every month, you

can see that here is a field for the sale of water paints second only to that of room decorating.

We show herewith a very neat window background idea for the paint store window that will suggest to the window trimmers of the town how to use wall paint on their window decorations. If they don't all pass your store phone them to drop around.

This background also suggests the several uses of water paints for the decoration of room interiors, viz.: painting flat surfaces, stenciling and relief work.

In this decoration we illustrate several of the possibilities in putting in a thoroughly up-to-date background at a very low cost by means of this product.

The two square pilasters and the box pedestals at their base are made by the trimmer and painted over with water paint in any desired shade. The border around the top of the background is also painted to match.

On these pedestals, pilasters and border are placed raised plastic decorations made by squeezing the thick paint through a relief bulb.

We indicate one-half of the background (Part 1) as being complete, including a display of packages of



water paint on the top of the pilaster and the low box pedestal. The center of the background is formed of a pyramid of packages of the paint.

A large bow knot stencil design has been painted on the back at either side of the pyramid. The bow knot design is also carried out in the relief work on the top of the post.

The other half of the window (Part 2) shows the development of the background before the packages have been completely placed.

The balance of this window can be filled in with other groupings of packages and with brushes, stencil patterns, relief bulbs, and other tools needed in using this material for the various uses demonstrated in the window.—Paint and Oil Dealer.

A stain that's not a blemish on either your reputation or your house is a bit of wood stain we can supply—which you can apply—for the sides of your staircase—carpet in the middle you know. It's remarkable how cheaply you can improve the appearance of your staircase and halls by buying paints, stains and varnishes here.—The Como Co., Great Falls.

Insure your porch against decay by using paint that protects. Paint is cheaper than lumber and repairing bills and a heap quicker. Two coats of paint a year will make a porch and steps last ten years longer. Paint that is walked on, scrubbed and cleaned and exposed to the weather must be good paint.—The Stambaugh-Thompson Co., Youngstown.



The Sherwin-Williams Agency proposition has been built with this idea in mind. There is quality in the goods, the result of using the best and purest materials and putting them together in the most scientific and practical way.

But the best goods made will not sell rapidly unless the buying public know about them, and so for years and years The Sherwin-Williams Co. has advertised the quality and uses of S-W Paints, Varnishes, Stains, Enamels, etc. The Public know that there are Sherwin-Williams Paints and Varnishes for every use, and they know that every Sherwin-Williams product will give satisfactory service.

This fact is of interest to every dealer handling Paints and Varnishes. Good quality, well advertised goods, mean more sales and larger profits.



SHERWIN-WILLIAMS PAINTS & VARNISHES



Address all inquiries to *The Sherwin-Williams Co. of Canada, Limited*, Montreal, Toronto, Winnipeg, Vancouver

Market Situation

Paints, Oils and Glass.

There is not much doing in prepared paints, but with new houses reaching that stage where varnishing and interior decoration has to be done, there is an active demand for varnishes and finishes of all kinds. No complaint can be laid on the business done this season. It has been one of the best in the history of the trade, and next year will see the dealers entering upon the spring campaign with more vigor than ever.

Linseed oil continues to drop and is now quoted at 79 for raw and 82 for boiled. Some dealers think it is due for an advance, but there is considerable diversity of opinion upon the subject. Many seem to think it has reached the bottom, while a large number are still afraid to touch it, fearing lower prices. Advices from all over the world report excellent crops of flax seed and it is a hard matter to figure out which way things will go. Time alone will tell.

White lead is still very firm. The prevailing price is \$8.40. Whether or not it will go higher is a question, but from "past performances" still higher figures would not be at all surprising. Pig lead is scarce and firm.

Turpentine is lower. At this time of year it generally advances. At present there is a large supply coming forward and until it dwindles a little, the market will remain easy.

The outlook for glass is for a good, firm market and probably a little later on a scarcity may be felt on account of the present trouble in Belgium and the threats of more trouble to come. Workmen and laborers in all trades threaten to lay down their tools and quit unless they get what they are asking for in the way of a franchise. There are about a million workmen, and if they go on strike it is an easy matter to see how the industry will be paralyzed. In the meantime, manufacturers are refusing to accept orders.

Putty is in quite active demand and the price is steady.

All glues are firm.

* * * *

The Hardware Markets.

Trade conditions are about the same as they have been for some time. There is no let up to the business being done and the outlook for the coming season is very good. Already the business done by jobbing houses so far this year is away ahead of former years and 1912 will break all records. Basing the quantities to buy on business done in former years jobbing houses purchased accordingly. They fooled themselves, however, and where formerly they had large stocks of certain goods at this time, now they are cleaned out.

There is a decided firmness on all lines, due to the high metal prices. Prices generally are higher than they were this time last year, and if present conditions continue, they will be higher still.

Horse blankets, sleigh bells, weather strip, furnace and stove scoops and shovels, guns, rifles, ammunition, etc., are moving out rapidly.

Advices received give notice that the price of pelts this season will be high and this has caused an extra heavy demand for game traps. Dealers are buying in much larger quantities than in previous years.

The first shipments of skates, hockey sticks, etc., are now going out and a big season is looked for.

Builders' hardware is very active. They are getting on to the finishing point in their houses and such things as locks, letter boxes, sash cord and pulleys, etc., are in good demand. All kinds of prepared roofing are moving freely.

Wire nails are active, with a very firm undertone. It is generally felt that prices should take a further advance in view of the increased cost of raw material. Manufacturers say they are losing money at present prices.

There is a large demand for galvanized iron garbage and ash cans, and also for root baskets. Where formerly these were used very little outside the large cities, orders are now coming in from all over the province.

Contracts being made for next year on bar iron and all kinds of wire goods are much higher.

Cross-cut saws, axes, etc., are in good demand. Regarding the shortage of axes reported in the last issue of the Journal, the Allan Hills Edge Tool Co., Ltd., Galt, Ont., advise they have a complete stock of chopping axes, both handled and unhandled.

* * * *

The Metal Markets.

The metal market to-day is in a condition it has never experienced before. There is a decided firmness on all lines and it is certain that prices will not drop, but, on the other hand, it is expected that there will be some increases before long. There is a good volume of trade being done, but great trouble is being experienced in getting deliveries.

Lead is firm and scarce. As one metal man expressed it, "We need have no fear of war with Germany. We need all the lead we can get without wasting it in the manufacture of ammunition." This metal is decidedly hard to get. There is a big demand at all times and when operations cease, even if for only a month, it makes it a hard matter to catch up. A lot of the lead that comes into this country is made from Mexican ore which has been shipped to the United States to be smelted and then shipped on here. At the time of the outbreak in that country, no ore was shipped and the supply fell away behind. Then, on top of this, the recent transport strike in the Old Country prevented for some time, the importation from over there. The gaps made in the supply at these times have caused a lot of inconvenience to metal dealers in this country and they are at their wits end to get enough to supply the demand. At present the price is at the highest point it has reached in its history and it will go higher yet. It may be that it will reach such a point that money will not buy it. In the last 25 years, the highest price for Soft Spanish lead was £22-5-0. To-day it is quoted at £23-15-0. When duty and freight has been added to this, one can readily see why products made from this article are so high in price.

There is an exceptional demand for pig iron of all kinds and prices remain high. During the past three months, Middlesboro pig has advanced \$3.25 per ton. Not much importing is being done, however, on account of the high price.

The world's demand for iron and steel has completely outrun the capacity the mills are able to put on the market and it is impossible to foresee what the result will be. So many of the mills are crowded with business at the present time that they decline to quote for next year at all. It is understood that in Europe

DOUBLE YOUR WINTER PAINT SALES

"Impossible," you say, "No, indeed.
You forget our wonderful line of

FLOGLAZE

In 28 Shades, including White and Black

which enamels or stains floors, woodwork, furniture, etc."

This FLOGLAZE of ours will boost your paint sales. People always want to brighten things indoors. FLOGLAZE is best for painters and consumers. Stock up now.

DECORATIVE AID FOR YOU

We have a department that helps you get business by decorative plans for houses. We help you sell. We help the user get good color effects. Write for information and color card for FLOGLAZE.

The
Imperial Varnish & Color Co.
WINNIPEG TORONTO VANCOUVER
Canada Limited

"Lingerwett" Extra

Varnish Remover

Fast cutting, slow drying with wonderful solvent power for rapidly removing VARNISH, PAINT, ENAMEL, ETC.

"LINGERWETT" is the "LIVE WIRE" for quick and easy stripping of Varnished or Painted Surfaces.

It is the "Minute Man" in Remover.

The strongest and most satisfying product ever offered.

Write for Case Lot Proposition
Assorted Sizes

Gallons—Halves—Quarts—Pints

SANDERSON PEARCY & CO.
61-63-65 Adelaide St. West Limited
TORONTO

There are many paints and many guarantees, but there is **one** recognized standard in paint making. Therefore, the only guarantee that insures quality to you is the one that shows the formula and tells you not only that standard **pure raw materials** were used in its manufacture, but that these standard pure raw materials were used in **right proportions**.

Every can of B-H. "ENGLISH" WHITE PAINT that leaves any of our factories bears the following guarantee:—

We guarantee this B-H "ENGLISH" WHITE PAINT is made from Brandram's B.B. Genuine Government Standard White Lead and Pure Zinc White in the following proportions: 70 per cent. Pure White Lead, 30 per cent. Pure White Zinc—100 per cent. Pure. Mixed ready for use with pure Linseed Oil, Turpentine and Dryer.

On every can of B-H "ENGLISH" PAINT where the shade can be made on a white base, there is a **guarantee label** showing that the White Base consists of 70% Pure White Lead (Brandram's B.B.) and 30% Pure White Zinc. B-H "ENGLISH" PAINT gives you a **good profit**. You command the **highest market price** because of the quality—and, therefore, economy—back of the goods. B-H "ENGLISH" PAINT **will be sold** in your town.

Address our nearest office

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

some of the manufacturers are booked up for the next couple of years. Low price contracts are being gradually wiped out and there is bound to be a general advance all along the line within a very short time. The primary markets continue to fluctuate. The whole situation is most peculiar and the conditions have changed so much that now it is the sellers who have to get the favors. Metal buyers have to come to them and all through they are showing an attitude of aloofness.

Copper, for the last couple of months, has been neglected, but the price has held firm and there is more inquiry now. The demand is picking up, and while there may not be higher prices, it is certain there will be no reduction.

Spelter is very firm. There has been such a heavy demand for galvanized sheets that it has had a stiffening effect on spelter. The general galvanizing trade is good throughout and it would not be at all surprising to see higher prices on this metal.

Antimony is in fairly good demand after a slight dullness. This very brisk metal travels in spurts and may be dull one day and brisk the next.

Tin is at record levels. Prices are away up and the chances are they will remain at present levels. It is pounds per ton higher than it has ever been before. The trouble now is trying to keep peace among the trade. Mills are falling behind in their promises for delivery and this is causing a lot of trouble and inconvenience and, in some cases, friction.

There is a tremendous demand for sheets and plates. The trouble is to get deliveries as the tonnage that has been booked is enormous.

Brass of all kinds is in good demand.

* * * *

The Stove Situation.

The stove situation is very encouraging. Manufacturers are doing an enormous business

and there is no question but that they will be able to sell all they can manufacture. In fact, it looks as if there will be considerable trouble in supplying the demand. The demand this year has been far in excess of last, although 1911 was the largest year up until that time. Owing to the tremendous increase in population all over the Dominion, manufacturers are booked right up. Where formerly they had large stocks to draw from at this time of year, now their warerooms are bare and they are shipping goods as fast as they are made. One large manufacturer has been forced to "farm out" some of his patterns and have his goods made at other foundries, in order to keep up with orders.

The demand for household goods is first class. It has never been so good as it is now. What applies to stoves and furnaces can be said about this class of goods.

* * * *

German Cutlery Market.

Advices from Berlin, Germany, say: "The Solingen cutlery trade has made steady improvement in the past few months, though not equal in all branches of the trade. There is a general revival in the home demand for cutlery, but the home market consumes less than one-third of the product of the shops. In the foreign trade there is a certain irregularity in the demand from different countries. The American demand has grown more active after the interruption caused by the tariff difficulties of last spring. Business with Mexico has been restricted by the political turmoil there, but a marked increase in the

trade with Argentina is reported. The far Eastern demand, with the exception of China, is very active. European countries other than Turkey and Italy are mostly buying at their usual rate, but some losses have recently been suffered through the bankruptcy of Russian firms. The shops complain that English cutlery in increasing quantities is coming into Germany and even French makes have latterly been gaining a foothold here. The goods in question are in the main table cutlery with horn handles, which are delivered at such low prices as not to cover the cost of production at Solingen."

A NEW SALES MANAGER.

James W. Moncur, for the past year manager of the Montreal branch of the Ontario Lantern & Lamp Co., Hamilton, Ont., has been appointed general sales manager of the above company, with headquarters at Hamilton. He will have full charge of the sales, advertising and credit departments of the Ontario Lantern & Lamp Co.

Mr. Moncur is well known to the Canadian hardware trade. For three years he represented the E. T.



JAMES W. MONCUR

Wright Co., Hamilton, in Ontario and then took up the position as Montreal and Eastern representative for that firm. After four years in this capacity, he resigned to join the staff of the Ontario Lantern & Lamp Co., and his quick advancement to his present position is evidence of the ability of Mr. Moncur.

Wm. Moore has purchased the business of McPherson Bros., Blyth, Ont., who intend leaving for the West.

It is reported that the Metal Shingle & Siding Co., Preston, Ont., will open a branch at Saskatoon, Sask., in the spring.

The contract has been awarded by the Moose Jaw Hardware Company for the erection of a \$30,000 warehouse on the corner of Fairford Street and Seventh Avenue.

R. R. Farrell, North Battleford, Sask., has completed his new hardware store and is now doing business. Mr. Farrell also has a lumber yard in connection and reports a good trade in that fast-growing town.

Experience Proves
"QUEEN'S HEAD"



Galvanized Iron
to be without an equal.

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

Quality sells our Glass

When buying Window Glass, see
that you get the world-wide brand



Manufacturers of all kinds of British
Window Glass, Polished Plate, Silvered
and Bevelled Plate, Wired, Rolled and
Cast, Rolled Cathedral, Figured Rolled
White and Tinted, Glass Shades, etc.

Pilkington Bros., Ltd.

MONTREAL
WINNIPEG

TORONTO
VANCOUVER

Works:—St. Helens, England

P
P
Q
Q

**The P's and Q's of the
Paint Store Man**

"If you would succeed you
"Quality" and "Profit" trip
They get profit too high,
der what was wrong

must mind your Ps and Qs."
up too many business men.
quality too low, and won-
when the crash comes.

**MARTIN-
SENOUR**



**PAINT
100% PURE**

is a real business insur
a reasonable profit will
The dealers who know say so.
and our proposition to insure your

ance. Its quality and
make your business boom.
Write today for the proof
business the same way.

THE MARTIN-SENOUR CO., Limited

Pioneers of Pure Paints

MONTREAL

CHICAGO

WINNIPEG

LINCOLN

PREVAILING MARKET PRICES.

Toronto, October 12th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 17½
Antimony, per lb.	0 10
Brass rods, ½ to 1 inch ..	0 21
Sheets, up to 20 gauge ..	0 22
Tubing, 1 inch, base	0 23
Copper ingots, casting	0 18½
Sheets, plain, 14 oz. base ..	0 26
Sheets, tinned, 14 oz. base ..	0 27
Sheets, plished, 14 oz. base ..	0 34
Sheets, braziers	0 26
Bars, round ½ to 2 in.	0 24

Black Sheets, 28 gauge base, Toronto	2 80
Montreal	2 40

Canada Plates—

Ordinary, 52 sheets, Toronto ..	2 90
All bright, 52 sheets	4 25
Galvanized Apollo Ordinary ..	4 35
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	6 10
24 gauge, per square	5 00
26 gauge, per square	3 85
28 gauge, per square	3 65

Galvanized Sheets, Fleur Queen's de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less. Toronto ..	
Apollo brand	3 45
24 gauge, American	3 50
26 gauge, American	3 95
28 gauge (26 English)	4 25
10½ oz., equal to 28 Eng. 4 25	

Iron Pipe, per 100 feet—	
Black, base, 1 inch	4 54
Galvanized, base, 1 inch	6 19
Iron Pipe Fittings—	
Canadian malleable, 40; cast iron, 70; standard bushings, 70; headers 60 and 10; flanged unions, 70; malleable bushings, 65; nipples, 75 and 10; malleable lipped unions, 65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe up to 6 inch, 70 and 10; 7 and 8 in. pipe, 50; light pipe, 60 and 10; fittings, 70 and 10. Toronto ..	
Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron ..	2 30
Sleigh shoe and mild steel ..	2 15
Iron finished steel, 2 15 ..	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto ..	
Canadian foundry, No. 1 ..	18 25
Middlesboro, No. 3	24 25
Radnor (charcoal)	32 50
Lead, Canadian pig	6 75
Imported pig, 100 lb.	6 75
Bar pig	7 00
Sheets, base, 2½ lb. sq. ft ..	7 50
Pipe and waste	9 35
Traps and bends	30 p.c.
Solder, half and half, lb., 30 ..	
Spelter, foreign, per 100 lb. ..	7 00
Sheet Zinc	8 50
Tin, ingots, 100 lb.	53 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley) ..	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75

"Dominion Crown Best"—Re-tinned ..	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best"—Standard Quality ..	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel ..	
I C, 14x20 base	4 35
Terne Plates	
I C, 20x28, 112 sheets ..	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates ..	
I X X, 14x60, 50 sheet bxs ..	7 00

Tinned Iron	
72x30 up to 24 gauge, case lots ..	7 75
72x30 up to 26 gauge, case lots ..	8 50

Scrap Metal, Dealers' Buying

Prices—	
Heavy Copper and Wire lb.	13
Light copper bottoms	10½
Heavy red brass	11
Heavy yellow brass	06½
Light brass	02½
Tea lead	3½
Heavy lead	4½
Scrap zinc	8 40
No. 1 wrought iron	14 50
Machinery cast scrap, No. 1	13 00
Stove plate	9 00
Malleable	6 00
Miscellaneous steel	

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00
Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue Stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green vitriol)	0 01
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins, pure	0 12
Chrome, yellow, pure	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green, pure	0 15
Marine black, 25 lb. irons ..	0 09
Signwriters' black, pure ..	0 17
Glue, in sheets	0 10
1 lb. packages (Brantford) ..	0 25

Petroleum—	
Can. Prime white, gal. 0 12 ..	
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in bbls.	0 08
Motor Gasoline, single bbls.	0 17½
Benzine, per gal, single bbls.	0 15½
Putty—	
Bulk 100 lb. drums	2 90
Bladders in barrels	3 50

Ready Mixed Paints—	
Per gallon, qt. tins. 1 65 ..	2 00
Red Lead (Dry)—	
Genuine, 560 lb. casks, per cwt.	
Genuine, 100 lb. kegs, per cwt.	

Shingle Stains—	
In 5-gallon buckets	0 95
Turpentine and Linseed Oil—	
Pure Turpentine, single barrels	0 61
Linseed Oil, single barrel, raw	0 79
Linseed Oil, single barrel, boiled	0 82

Rosin, "G" grade, bbl. lots, 100 lbs.	8 60
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Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½ pints, per gross	8 00
Pure white shellac varnish, in barrels	1 75
Pure orange shellac varnish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons. 8 40 ..	
Canadian pure. ton lots	8 25

White Zinc—	
Extra Red Seal, V.M. (dry)	0 07½
Pure, in 25-lb. irons (in oil)	0 10

Window Glass—	
United Inches	
Under 26	4 25
26 to 40	4 65
41 to 50	5 10
51 to 60	5 35
61 to 70	5 75
71 to 80	6 25
81 to 85	7 00
86 to 90	15 00
91 to 95	17 50
96 to 100	20 50
Toronto, 15 p.c. on Star, 20 p.c. on Double ..	

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb. kegs	0 09½
Pine tar, ½ lb. tins, doz. 0 60 ..	
Plaster of Paris, bbl.	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted ..	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05%
Chain—Proof coil, per 100 lb. ¼ in., \$6.00; 5-16 in., \$4.85; ¾ in., \$4.25; 7-16 in., \$4.00; 1 in., \$3.75; 9-16 in., \$3.70; 1 1/8 in., \$3.65; 1 1/4 in., \$3.60; 1 1/2 in., \$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain, 45; jack chain, iron, 50; jack chain, brass, 50; cow ties, 40; halter chains, 50 and 5; tie outs, 75; coil chain, 50 and 5; hammock chains, galvanized, 35 and 5.	

Forges—	
Blacksmith's portable, 135 lbs.,	9 85

Horse Nails—	
\$2.80 per box base No. 9 and larger; Samson No. 10 base 2 25 ..	
Horseshoes—Iron, light & medium, No. 1 and smaller, \$3.75; No. 2 and larger, \$3.50; snow pattern, No. 1 and smaller, \$4.00; No. 2 and larger, \$3.75; "N.L." new light steel, No. 1 and smaller, \$4.10; No. 2 and larger, \$3.85; "X.L." feather-weight steel, No. 0 to 4, \$5.25; special countersunk steel, No. 0 to 4, \$5.50 pkg; toe-weight, all sizes, \$6.00.	
Toecalks Standard, J.P. & Co., "Blunt" No. 1 and smaller, \$1.50; No. 2 and larger, \$1.25; "Sharp" No. 1 and smaller, \$1.75; No. 2 and larger, \$1.50 per box. 25-lb. boxes.	

Wire Nails, base	2 20
Cut nails—Montreal, \$2.40; Toronto, \$2.60.	
Miscellaneous wire nails, 75 p.c. Coopers' nails, 33 1-3 p.c. Pressed spikes, ¾ diameter, per 100 lbs., \$2.85.	

Annealed Wire, base \$2.50	
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Hay Bailing Wire—No. 12 and 13, \$4; No. 13½, \$4.10; No. 14, \$4.25; No. 15, \$4.50, in lengths 6 ft. to 11 ft., 30 per cent., other lengths 20c. per 100 lbs. extra.	
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Clothes Line Wire—No. 19, \$2.00 per 100 ft.,	
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Coiled Spring Wire—	
High Carbon, No. 9, \$2.25; No. 12, \$2.40, Montreal.	
Fine Steel Wire—25 per cent. Galvanized Wire—From stock, f.o.b. Montreal—100 lbs., No. 9, \$2.25, base. In car lots straight or mixed.	

Poultry Netting—2-in. mesh, 19 w.g., 60 and 2½ p.c.	
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Smooth Steel Wire—base, \$2.35.	
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Wire Fencing, car lots—Toronto Galvanized, barb	2 25
Galvanized, plain twist ..	2 60

Fence Staples—Bright, \$2.60; galvanized, \$2.85.	
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Wire Rope—Galvanized, 1st grade, 6 strands, 24 wires, ¾, \$5; 1 inch, \$16.80.	
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Black, 1st grade, 6 strands, 19 wires, ¾, \$5; inch, \$15.10. Per 100 feet f.o.b. Toronto.	
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Wrought Staples—	
Galvanized	2 85
Plain	2 60
Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 8 55	
Saw vise	4 50
Blacksmiths', 60; parallel, 45 per cent.	

GENERAL HARDWARE.

Adzes — Carpenters', per doz.	12 50
14 00	

Axes — Single bit, per doz.	6 00
9 00	

Samson	9 0
Double bit, per doz.	10 00
12 00	

Bench axes	6 75
10 00	
Broad axes	22 75
25 00	

Hunters' axes ..	5 00
6 50	
'Boys' axes	5 75
6 50	

Lathing hatchets 4 70 ..	10 00
Shingle hatchets. 1 45 ..	6 75
Claw hatchets ..	1 70
5 00	

Barrel hatchets ..	5 50
8 85	

Ammunition—"Dominion" Rim Fire Cartridges and C.B. caps, 50, 10 & 2½ p.c.; B.B. caps, 50, 10 and 2½ p.c.; Centre Fire Pistol Cartridges, 25 and 2½ p.c.; Centre Fire Sporting and Military Cartridges, 10 and 10 p.c.; Primers, 10 and 2½ p.c.; Brass Shot Shells, 45 and 12½ p.c.; Shot Cartridges, discount same as ball cartridges.	
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"Crown" Black Powder, "Sovereign" Bulk Smokeless Powder, "Regall" Dense Smokeless Powder, "Imperial" Shells, both Bulk and Dense Smokeless Powder. Empty Shells all 35 p.c.	
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Ordinary drop shot, AAA to dust \$7.50 per 100 lbs.; net extras as follows: chilled 40c; buck and seal 80c; No. 28 ball \$1.20 per 100 lbs; bags less than 25 lbs. 4c. per lb. f.o.b. Montreal, Halifax and St. John. f.o.b. Toronto, Hamilton and London, add 25c. per 100 lbs.	
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Augers—Ford's auger bits, 30 and 10; Irwin's auger, 47½; Gilmour's auger, 60; Rockford's auger, 50 and 10; Gilmour's car, 47½; Clark's expansive, 40. Jennings' Gen. auger, net list.	
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Barn Door Hangers—	
Double strap hangers, doz. sets	6 50

Standard jointed hangers, doz. sets	6 45
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Steel, track, 1 x 8-16 in. (100 ft.)	3 25
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Bolts and Nuts—	
Carriage Bolts, common new #1 list.	

Carriage Bolts, ¾ and smaller, 70 p.c.	
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Carriage Bolts, 7-16 and up, 70 p.c.	
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Carriage Bolts, Norway Iron (\$3 list), 60 p.c.	
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Machine Bolts, ¾ and less, 60, 10 & 10 p.c.	
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Machine Bolts, 7-16 and up, 60 p.c.	
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Plough Bolts, 55, 5 & 10 p.c. Blank Bolts, 60 p.c.	
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Bolt Ends, 6 Op.c.	
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Sleigh Shoe Bolts, ¾ and less, 60 and 10 p.c.	
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Sleigh Shoe Bolts, 7-16 and larger, 55 and 05 p.c.	
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Coach Screws, new list, 7 p.c. Nuts, square, all sizes, 4½c per lb. off.	
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Nuts, hexagon, all sizes, 4½c per lb. off.	
Stove rods, per lb., 5 ½c to 6c.	
Stove Bolts, 80.	

MAKE MORE MONEY



by featuring the line of varnishes that has made good the world over—

INTERNATIONAL Varnish and Varnish Specialties

Sterling Quality is put into every "International" Can before the label is attached, and the dealer is assisted by our co-operation in the form of original and forceful selling helps.

Here are some of our leading lines that have been recognized as the standards of good quality for over 40 years:



Floor Finish



Finishes



Household Lacquer



Stains



White Enamel

Get details of our proposition.

K16

INTERNATIONAL VARNISH CO.

TORONTO

WINNIPEG

NEW YORK

Canadian Factory of STANDARD VARNISH WORKS
Largest in the world and first to establish definite standards of quality

CHICAGO

LONDON

BERLIN

BRUSSELS

MELBOURNE

Cash in on the Hammer Test



MONTH after month, year after year, the famous Pratt & Lambert "61" Floor Varnish, hammer test illustrations, appear in the great magazines that shape public opinion and influence purchases.

300% increase on "61" Floor Varnish Sales in three years, proves that people do read and respond to Pratt & Lambert advertising. And this advertising specializing on "61" Floor Varnish and Vitralite, the Long-Life White Enamel is the entering wedge for Pratt & Lambert Dealers on the whole Pratt & Lambert Line.

This statement from Walter Leighton, Philadelphia, Pa., proves that Pratt & Lambert advertising does create an ever increasing demand on every Pratt & Lambert Varnish:—"The last few years have shown a marked increase in the sales of your line due to your successful advertising. In 1911 we marketed the greatest quantity of Pratt & Lambert Varnishes in the history of our house and feel sure that 1912 will see a still further increase in our business." Can you say the same about the line of varnishes you are now handling?

Write for our Interesting
Selling Proposition

PRATT & LAMBERT, Inc.
VARNISH MAKERS

30 COURTWRIGHT STREET, BRIDGEBURG, ONTARIO

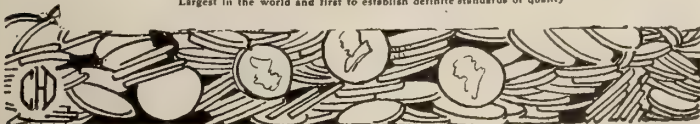
FACTORIES

BRIDGEBURG, ONTARIO

NEW YORK
LONDON

BUFFALO
PARIS

CHICAGO
HAMBURG



Bells —Door bells, push and turn, 45 and 10 p.c. Cow bells, 65 p.c. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells, No. 1, \$1.65.	Hammers —Tack, iron, doz. 0 35 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers hammers, 10 oz., doz. 5 60 Tinners setting, ½ lb., doz. 4 50 Machinists, ½ lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 06 Sledge, Masons, 5 lbs. and over 0 08 Sledge, Napping, up to 2 lbs. 0 09	Cotton clothes line , off. Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 26 Wrapping, cotton 4-ply twine 0 30 Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35	and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10. Thermometers —Tin case and dairy, 75 to 75 and 10 p.c. Tinners' Snips —35 per cent. Tinners' Trimmings —45 per cent. Plain and retinned, 75 and 12½.	
Building Paper, Etc. — Tarred slater's paper, per roll 0 70 O.K. paper, No. 1, per roll 0 75 Plain Fibre, No. 1, per 400 ft. roll 0 45 Tarred Fibre, No. 1, per 400 ft. roll 0 55 Tarred Fibre Cyclone, 25 lb., per roll 0 55 Dry Cyclone, 15 lbs. 0 45 Plain Surprise, per roll 0 40 Resin sized Fibre, per roll 0 40 Asbestos building paper, per 100 lbs. 4 00 Heavy straw, plain & tarred, per ton 87 00 Carpet Felt, per 100 lbs. 2 50 Tarred wool roofing felt, per 100 lb. 1 80 Pitch, Boston or Sydney, per 100 lbs. 0 70 Pitch, Scotch, per 100 lbs. 0 65 Heavy Fibre, 32 & 60, per 100 lbs. 3 00 2 ply Ready Roofing, per square 0 70 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 85 Liquid Roofing Cement, brls. per gal. 0 15 Liquid Roofing Cement, tins 0 20 Crude Coal Tar, per barrel 3 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 4 50 Shingle varnish, per barrel 4 50 Caps, per lb. 0 06 Nails, per lb. 0 05 Mop, cotton, per lb. 0 15	Harvest Tools , 50 and 5 p.c.— Samson, best quality, 50 per cent. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 45 and 10 per cent. Lawn rakes, net. Hinges —Blind, 50 per cent. Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25. Light T and strap, 65 p.c. Screw hook and hinge, \$3.50, \$4.50. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. Hinges (Spring) —Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10. Hooks —Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c. Ladders —3 to 6 feet, 12c. per foot; 7 to 11 ft., 15c. Extension ladders, 15c. per foot up. Lanterns —No. 2 or 4 Plain Cold Blast, per doz. \$6.75. Lift Tabular and Hingle Plain, per doz., \$5.00. Japanning, 50c. per dozen extra. Prism globes, per dozen, \$1.20. Lamp wick, 50 per cent. Lawn Hose —Competition grade, 70 and 5. Locks and Keys —Canadian 50 and 19 per cent. Mallets —Tinsmith's, 2½ x 5½ in., per doz. 1 25 Carpenters', round hickory, 6 in. 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 Mattocks —6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers , 16½ cents per lb. Drilling hammers, 6 cents per lb. Crowbars, 3½ cents per lb. Oilers —Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 40 p.c. Zinc and tin, 50 p.c. Coppered oilers, 50 p.c. Brass oilers, 50 p.c. Malleable, 75 p.c. Planes —Wood bench, Canadian, 40, American, 25 p.c. Wood, fancy, 30 to 35 per cent. Rope and Twine — Sisal rope 0 09½ Pure Manilla rope 0 14½ "British" Manilla 0 11 Cotton, 3-16 inch and larger 0 24 Russia Deep sea 0 16 Jute 0 09½ Lath Yarn, single 0 08 Lath Yarn, double 0 08½ Sisal bed cord, 48 feet, per doz. 0 65 Sisal bed cord, 60 feet, per doz. 0 80 Sisal bed cord, 72 feet, per doz. 0 95	Rivets and Burrs —Iron Rivets, black and tinned, 60, 10 and 10. Iron Burrs, 60 and 10 and 10 per cent. Copper Rivets, usual proportion burrs, 35 and 12½ per cent. Copper Burrs only, 22½ p.c. Rivet Sets —Canadian, 35 to 37½ per cent. Sad Irons —Mrs. Potts, No. 55, polished, per set 0 90 Mrs. Potts, No. 50, nickel-plated, per set 1 00 Mrs. Potts, handles, japanned, per gross 8 40 Common, plain 4 25 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper , 35 p.c. Sash Weights —Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 65 Sash Cord —No. 8, per lb. 0 31½ Screws —Wood, F.H., bright and steel 85 10 and 12½ Wood, R.H., bright 80 10 and 12½ Wood, F.H., brass 75 10 and 12½ Wood, R.H., brass 70 10 and 12½ Wood, F.H., bronze 70 10 and 12½ Wood, R.H., bronze 65 10 and 12½ Drive screws 85 10 and 12½ Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine) — Flat head, iron and brass, 85 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades — Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50, 45 and 2½ per cent. Soldering Irons — Base, per lb., 28 cents. Sap Spouts — Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples — Poultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. 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Carpet tacks —blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	Traps (steel game) —Newhouse, 30 per cent. Hawley & Norton, 40, 10 and 5 per cent. 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Canadian Heating & Ventilating Co., Owen Sound.

Copp Stove Co., Fort William.

Collins Mfg. Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

Doherty Mfg. Co., Sarnia.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N. B.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall-Zryd Foundry Co., Hespeler.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

Moffat Stove Co., Weston.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

STOVE CEMENT.

G. L. Sterne & Son, Brantford.

TACKS.

U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.

McClary Mfg. Co., London.

B. & S. H. Thompson, Montreal.

U. S. Steel Products Export Co., Montreal.

TOOL GRINDERS.

Cleveland Stone Co., Cleveland.

Pike Mfg. Co., Pike, N. H.

Taylor Forbes Co., Guelph.

TOOLS (Mechanics).

Dorken Bros., Montreal.

North Hills Edge Tool Co., Galt.

North Bros., Philadelphia, Pa.

TRAPS.

Oneida Community, Ltd., Niagara Falls, Ont.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.

Pollock Mfg. Co., Berlin.

VALVES AND UNIONS

Jas. Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.

Dart Union Co., Toronto.

VENTILATORS.

Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.

Cummer Dowsell, Ltd., Hamilton.

D. Maxwell & Sons, St. Marys.

Taylor Forbes Co., Guelph.

Henderson & Richardson, Montreal.

WATER SERVICE SYSTEMS.

National Equipment Co., Toronto.

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

H. S. Howland, Sons & Co., Toronto.

Kennedy Hdwe. Co., Toronto.

Lewis Bros., Ltd., Montreal.

Rice Lewis & Son, Toronto.

Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Montreal.

Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.

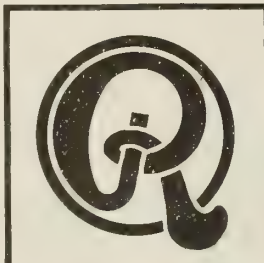
Imperial Steel & Wire Co., Colingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.



Every Requisite for Painters

This means **everything** a painter might ask you for—from a Hairline Brush to a ton of Dry Color; from a small can of Delicate Finish to a carload of Paint for rough purposes.

Ramsay's Complete Line

includes absolutely everything for the Paint Trade. Think what it would mean to you were you unable to supply a regular paint customer with some "out-of-the-ordinary" article which he might want. Handle *Ramsay's Complete Line* and always be ready.

We are Ready to Talk it Over with You.

A. Ramsay & Son Co., Montreal

Paint Makers since '42

Which Makes a **Big** Difference to You



WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for \$1.00. Cash must accompany order. No accounts booked.
SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

BUSINESS CHANCES

HARDWARE BUSINESS FOR SALE—that flourishing and money-making hardware business of the late Chas. A. Purvis, in Webbwood, a going concern, with horses, drays and all appliances necessary for conducting a successful business. Stock estimated from \$8,000 to \$9,000. Store and storehouses can be bought or rented. This has been one of the best money-making hardware businesses in Ontario. Apply to James Purvis, Executor, Box 125, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

WANTED—Warehouse Manager for Wholesale Hardware. Must be practical hardware man with sufficient executive ability to take complete charge of Staff outside of office. State reference as to ability and character. PEART BROS. HARDWARE CO., LTD., Regina, Sask. 10-12-3

NOTICE TO MANUFACTURERS

SNOWSHOES—Will manufacturers of a good line of snowshoes, suitable for Northern British Columbia, send catalogues and prices. Address T. W. Falconer, hardware merchant, Stewart, B.C. 10-12-1

TINSMITHS' TOOLS

FOR SALE—COMPLETE SET TINSMITHS' TOOLS, \$135. Apply Box 127, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

FOR SALE—One set Second Hand Tinsmiths' Tools with extension ladders. Also shop and Fixture at Reasonable Price. Mrs. Knaus Beansejour, Man. 10-12-1

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

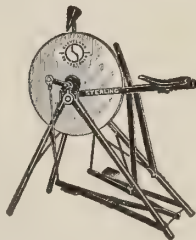
15½ Toronto Street
Toronto

52 Canada Life Building
Montreal



Buyers will Look for this Trade Mark

Be ready to supply them with a genuine Cleveland Grindstone from our Berea or Huron quarries—the world's standard of highest quality. Every stone can be identified by this trade mark. Advertising campaign for business is in full swing. Cleveland Grindstones are made in all sizes—power, hand and treadle—and for all purposes. No matter what the needs of your trade, you can get them from us at prices that insure generous profits. Write for Catalogue and Prices.



FOOT POWER

Look for the trade mark on every stone.

The Cleveland Stone Co., Cleveland, O.

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents,
Tarpaulins, Flags
and
The Dominion Waste Mfg. Co.,
Limited
Mfrs. of Cotton and
Wool Waste

Scythes & Company Limited

TORONTO

MONTREAL

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont.

Regina, Sask.

HEAVY GALVANIZED STEEL

No trough to compare with this on the market. Capacity of standard size about 10 imperial gallons to the foot. Other sizes made to order. Lengths, 6, 7, 8, 10, 12 ft., without a seam.

A Fast Seller to Farmers



STOCK WATERING TROUGH

No rivets to rust out; the end is fastened by our patented device. Stands 13 inches high and measures 18½ across top. Weight, about 14 lbs. per lineal foot.

Write Now for Quotations

ERIE IRON WORKS, Limited, Makers, ST. THOMAS, ONTARIO

LUFKIN

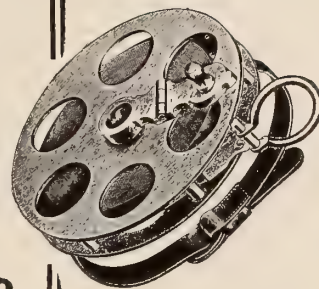
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

RED
S
BRAND
WINDOW
GLASS



GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO



"OAKVILLE" PURE ALUMINIUM COOKING UTENSILS

"WILL OUTWEAR ANY WARE"

Each article made from a single piece of Aluminium. No cracks or seams, will not scorch or burn. Heat passes through aluminium two or three times as fast as through tin or iron, cooking food more quickly. Highly polished finish, making excellent displays on windows or shelves. **Their fine appearance backed by their finer quality, make them quick sellers.**

Our Guarantee—If the goods are not satisfactory, return them at our expense and we will return your money, or credit your account.

WRITE FOR TERMS AND FULL PARTICULARS. PROMPT SHIPMENT.

THE WARE MFG. CO., LIMITED, Offices : 220 King St. W., Toronto **Factory at Oakville, Ont.**

Facts When You Want Them



You can have, at a moment's notice, an accurate, up-to-the-minute statement of the important items of your business if you use

The National Office Register

This machine makes printed records of office transactions, and adds and classifies what it prints.

It compels a correct entry, furnishes information and protection on monies handled and records kept, and at the same time an imme-

diately personal audit of any or all departments of the business.

It saves time, labor and expense, and simplifies office system. Can be built to meet your particular requirements.

Write for Free Booklet.

THE NATIONAL CASH REGISTER COMPANY

285 Yonge Street, TORONTO

Canadian Factory: TORONTO

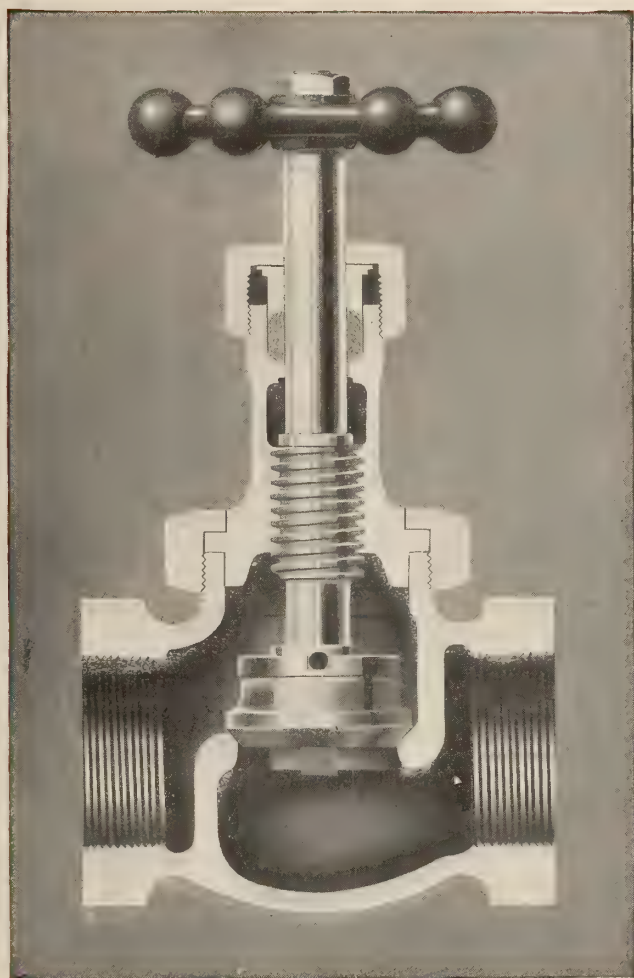
CANADIAN HARDWARE

STOVE & PAINT JOURNAL

VOL. 4.

Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto

No. 11.



PENBERTHY REGRINDING

MEANS

"Something Better in Valves"

Our New Line



Regrinding Valves

viz.

Globe, Angle, Check
and

Horizontal, Angle, Vertical and Swing
Check Valves.

"THE HIGH GRADE QUALITY LINE"

Guaranteed for 200 lbs. pressure.

Progressive Hardware Merchants

who have a reputation for selling quality goods will be interested in this line of new valves, for this reason: the ever increasing demand to-day by power plant owners and steam users in general is for valves that will give absolute reliable service and dependability under high pressures and exacting conditions, and that are free from unnecessary renewal of discs and repair parts.

*The Penberthy Regrinding
Valve meets these conditions*

WRITE US TO-DAY FOR CATALOG AND FULL
PARTICULARS

Manufactured by

Penberthy Injector Company, Limited, Windsor, Ont.

Christmas Suggests The Gillette Safety Razor

It is high time to be planning your Christmas selling campaign.

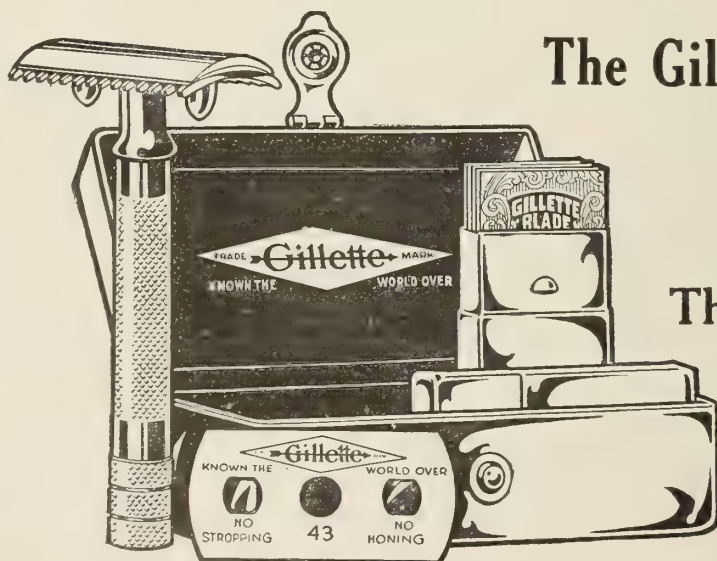
- to single out those lines which are naturally most suitable for Christmas gifts
- particularly for Christmas gifts to men (for whom acceptable presents are so scarce)
- and to see that you have on hand an ample stock of these best sellers.

Among men's Christmas gifts the GILLETTE Safety Razor stands out prominently as a leader in attractiveness, in every-day usefulness and in sales. The handsome GILLETTE Sets, well displayed in windows and on counters, make a powerful appeal to every man, and even more to every woman, who is looking for a really fine present for a friend or relative of the bearded sex.

Have you prepared to stimulate this demand with a big assortment of GILLETTE Sets, in Standard, Pocket Edition and Combination Styles?

If you haven't, do not delay your order, for all signs point to an exceptionally heavy trade this season. Already, even with the increased capacity which our new building gives, we are forced to work overtime.

Don't wait till the inevitable rush is on, and shipments may be delayed, but give us a chance to supply you now, when we can do so promptly and to your entire satisfaction.



The Gillette Safety Razor Co.
of Canada, Limited

Office and Factory:

The New Gillette Building
Montreal



Christmas Suggestions

That will bring you Profits and Prestige

Many Merchants fail to realize the amount of business missed at Christmas Season through keeping a limited choice for patrons. Everybody is desirous of "suggestions"—few know definitely what they intend buying. Keep your stocks up-to-date and let your customers have a varied choice. Order in small quantities if you like **but** have a good selection to entice custom. We name some appropriate articles below and invite your enquiries for **full particulars and prices.**

Cutlery—Dessert and Dinner Knives and Forks, in cases.
Silver-plated Dessert Knives and Forks, pearl handled, in cases.
Dessert and Dinner Sterling Silver Handle Knives and Forks,
in cases.
Meat and Game Carvers, in cases.

Percolators and Chafing Dishes—Fine showing in Nickel, Copper and Brass

Brassware—Our handsome collection includes—Candlesticks, Fern Pots, Jardinieres, Flower Baskets, Kettles, Curates, Trays, Writing Sets and Smoker Sundries, etc.

Silverware—A really splendid showing in newest designs. Among them we stock—Entree and Pudding Dishes, Trays, Toast Racks, Fern Pots, Tea Sets, Sugar and Cream, Cake Baskets and Candleabras.

Cut Glass—Exquisite designs cut from the French Blanks.

Fireplace Furnishings—Novel designs in Brass Fire Sets, Andirons, Coal Hods and Fenders.

Razors—Old Style Razors in best English and German makes.

Safety Razors—Auto-Strop, Gillette, Gem Junior and Sharp Shavr.

Rifles—Suitable for presents to men and boys. We carry rifles of the following well-known makes—Stevens, Winchester, Marlin, Savage and Remington ni single shot and repeaters.

Some of our Sportings Goods—Boxing Gloves, Punching Bags, Hockey Sticks, Hockey Skates, Snow Shoes and Moccasins, Toboggans, etc.

RICE LEWIS & SON

LIMITED

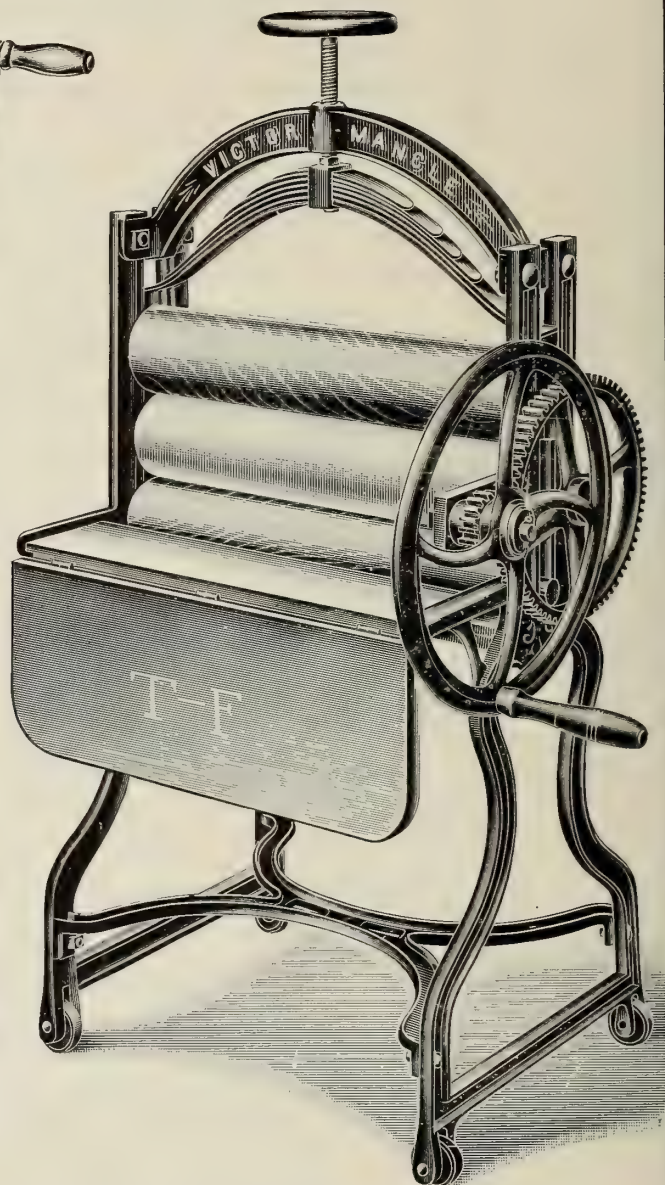
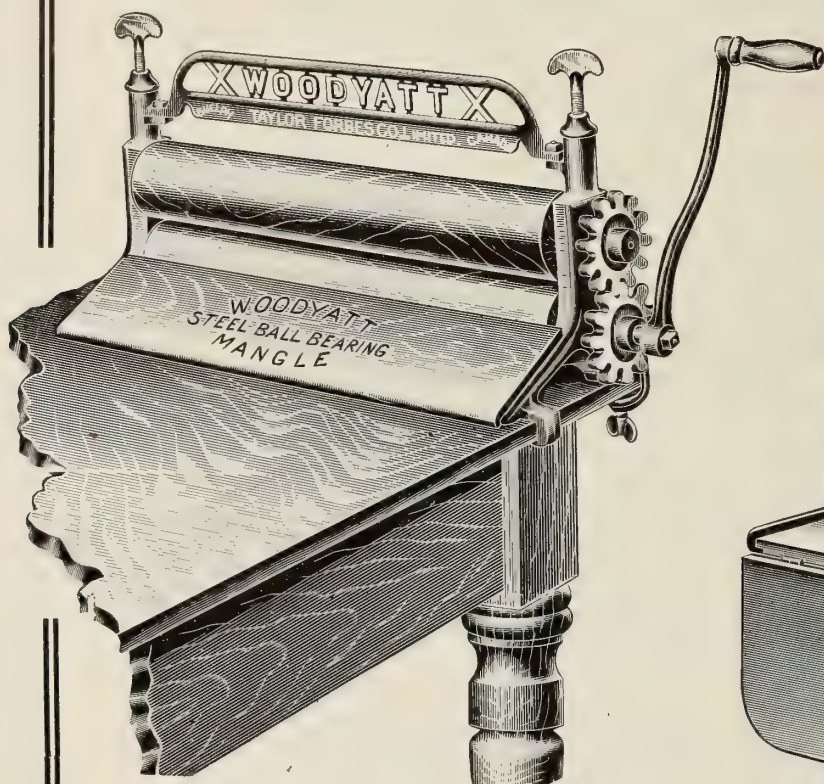
Toronto

Established 1847

Ontario

EVERY HOTEL AND HOME SHOULD HAVE A MANGLE

and every hardwareman can sell a few if a selected list of possible buyers is canvassed.



Labor Saving Devices are in Demand Because Help is Scarce

A little intelligent effort should therefore result in the sale of many mangles in your neighborhood.

Order a few samples for display in your store and place their advantages before those who have considerable laundry work to do. Circularize and canvas them and many sales should result.

The "WOODYATT" is built for use on a table while the "VICTOR" is completely equipped for the most modern laundry. Both are built of the very best materials, having hard maple rolls. The "Woodyatt" weighs 45 lbs. and has 24 x 3½ inch rolls while the "Victor weighs 200 lbs., having rolls 24 x 5 inches in size.

You can order these goods through your jobber, but if he has neglected to sell you this line write us at once and we will send you full particulars and quote you favorable prices.

TAYLOR-FORBES CO., LIMITED

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Farm Buildings Worth \$22,000



JUST to show the satisfaction our "Samson" Ready Roofing gives, here is an illustration showing farm buildings valued at \$22,000. These buildings are roofed entirely by "Samson" Ready Roofing which can be depended upon at all times.

"Samson" Ready Roofing GIVES GOOD SERVICE.

There is a very wide field for the sale of "Samson" Ready Roofing and the dealer can be assured that his roofing is warranted to give entirely satisfactory service.

"Samson" Ready Roofing is weatherproof and fire-resisting. It is economical and easy to apply.

Send Us Your Orders

H. S. Howland, Sons & Co., Limited
Wholesale Hardware
TORONTO

WE SHIP PROMPTLY

OUR PRICES ARE RIGHT

GRAHAM NAILS ARE THE BEST

LUNDY SHOVELS

are known from coast to coast for their strong construction and durability and are in use on the largest construction works in all parts of Canada.



TRADE MARK



Our Round
Point Socket
Strap Plain
Black Shovel

The Shovel that
Stands the Test

We make Welded Shovels because experience proves and the trade demands, Shovels that are stronger and more durable than other makes.

*Order from your nearest
Jobber or direct from us*

Write for Catalogue and Prices, address

The Lundy Shovel and Tool Co., Limited

PETERBOROUGH - ONTARIO

or any of our Selling Agents

Ontario	- - - -	N. B. Misener, Toronto
Quebec	- - - -	Delorme Bros., Montreal
Manitoba and Saskatchewan	-	Tees & Persse, Limited, Winnipeg
Alberta	- - -	Tees & Persse, Limited, Calgary
British Columbia	- -	E. E. Crandall, Vancouver

THE FILES THAT SELL BEST

Superior quality, coupled with advertising which has made their merits known all over the world, has created a demand for Nicholson-made files and rasps that it pays wide-awake retailers to profit by.

"NICHOLSON-MADE" assures every file buyer honest value, guaranteed by the prestige gained during half a century of file making.

Careful buyers, in increasing numbers, are ordering their files by name. It's a deciding factor in making a sale to say:

**"It's
Nicholson-
Made."**

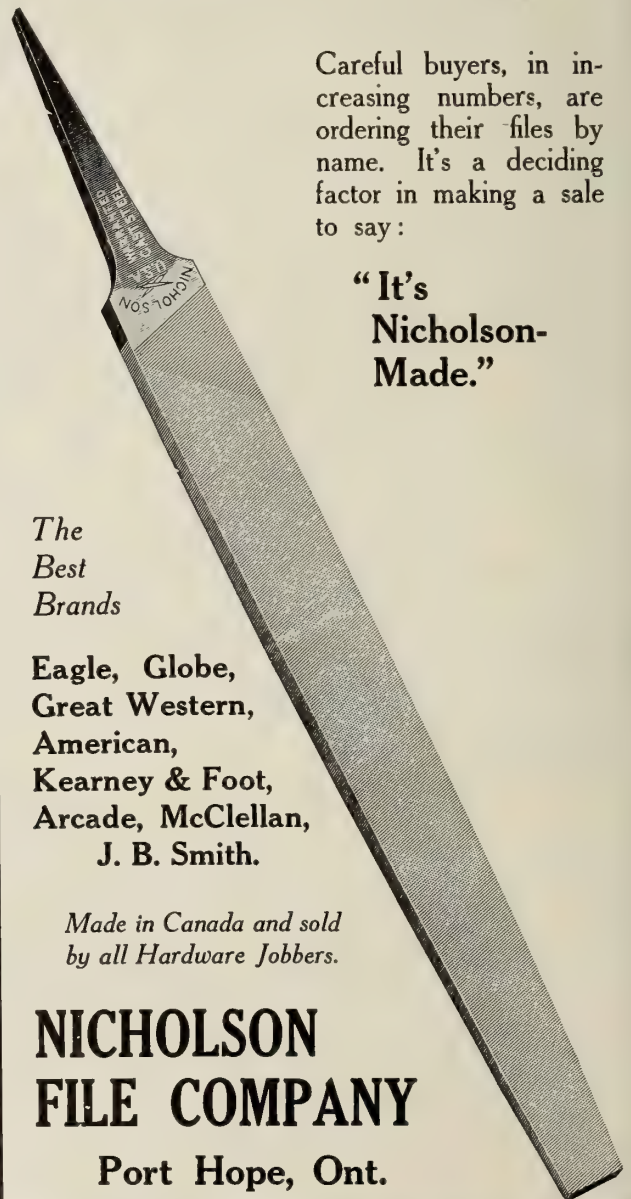
*The
Best
Brands*

Eagle, Globe,
Great Western,
American,
Kearney & Foot,
Arcade, McClellan,
J. B. Smith.

*Made in Canada and sold
by all Hardware Jobbers.*

NICHOLSON FILE COMPANY

Port Hope, Ont.



“There is No Question About the Quality of These Goods”

*Extract from the Report of the
Purchasing Agent of a Cana-
dian Railway Company.*

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

Western Representative: N. J. DINNEN, 141 Bannatyne Ave., Winnipeg, Man.

Quality

Sureness

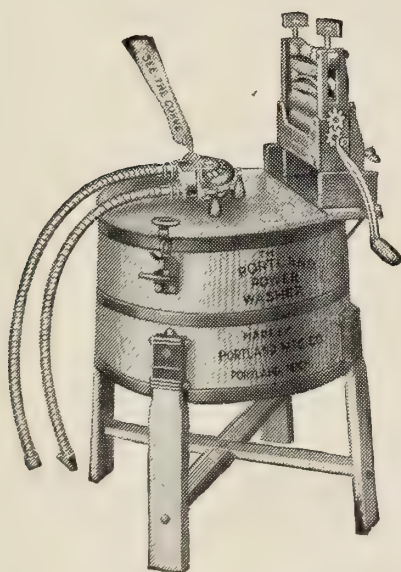
Dominion

IMPROVED & PROVED

Ammunition

Penetration

Killing Power



The Portland Power Washer

Has a 3-Year Gilt Edge Guarantee.

Requires Only 18 to 20 lbs. Pressure

to drive the direct drive motor.

There is no Gearing—hence no Friction or Lost Motion—No Oiling—Price within reach of all.

A profitable line for the dealer. Let us ship you a trial lot.

Immediate Shipments From Stock

Sole Canadian Agents for

Portland Mfg. Co., Portland, Mich.

*The Largest Manufacturers of Washing
Machines in the World.*

Henderson & Richardson

Formerly J. A. HENDERSON

Board of Trade Building, MONTREAL

PROFITABLE LINES

For Every Hardware Dealer



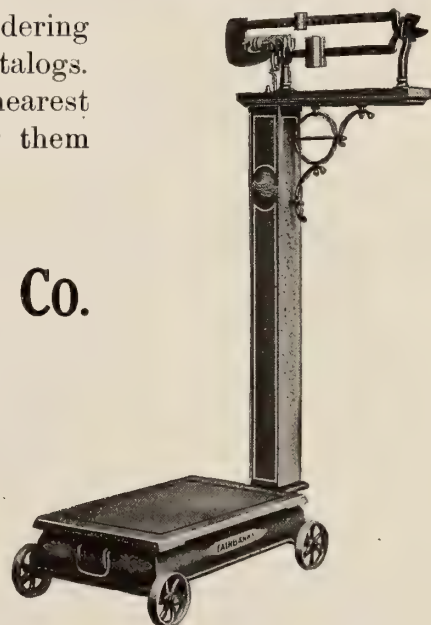
Fairbanks-Morse "Eclipse" Pumper

EVERY hardware dealer should be familiar with the lines carried by The Canadian Fairbanks-Morse Co., Limited.

We would like to draw your attention to the Fairbanks-Morse "Eclipse" Pumper. This is an outfit which should be known by every hardwareman. Write us and let us tell you more about this wonderful outfit. A regular gasoline engine which will do many odd jobs around the farm, and its price makes it within reach of everyone.

Remember, when ordering your supplies, that we carry Valves, Scales, Steam Goods and Plumbers' Supplies, Roofing, Transmission Appliances, Small Tools, Pumps and Farm Machinery. Before ordering write and get our catalogs. A card to our nearest branch will bring them to you.

Fairbanks Standard Scales



THE CANADIAN FAIRBANKS-MORSE CO.

LIMITED

*Fairbanks Standard Scales—Safes and Vaults
Fairbanks-Morse Gas Engines*

MONTREAL
ST. JOHN
OTTAWA

TORONTO
WINNIPEG
CALGARY

SASKATOON
VANCOUVER
VICTORIA

Switch those Mail
Orders for

LEATHER BELTING

into your own order books

The factories in and around your town are constantly buying belting. All their orders are mail orders,—with a few possible exceptions.

Why don't *you* put in a stock of standard sizes and get this business? The buyers would much rather get it from your stock *at once* than wait for it to come by freight or express.

*Let's talk it over anyway.
Write to-day.*

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

TORONTO
38 Wellington East

ST. JOHN, N. B.
89 Prince William St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*



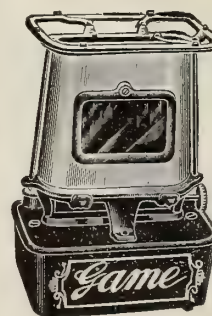
"Rome" Design

BUILDERS' HARDWARE

Oil and Gas Stoves

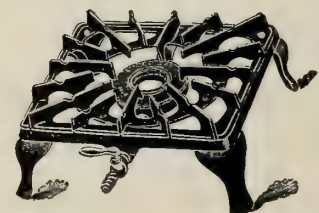
Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.

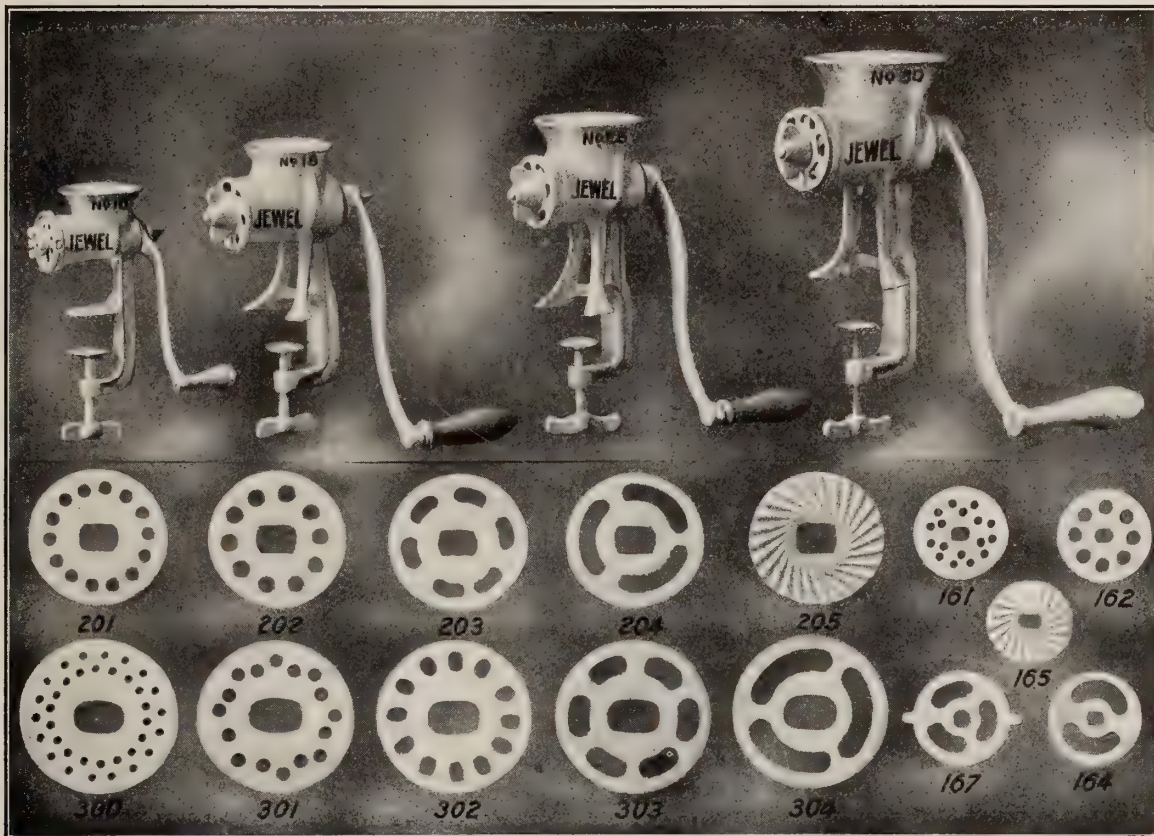
*Send for complete descriptive
catalogues and price list of
over 600 items.*



The Taylor & Boggis
Foundry Company

Cleveland, Ohio
Sixth City





MAXWELL'S "JEWEL" FOOD CUTTER

The "Jewel" Food Cutter illustrated above is a smooth-working, quick-cutting, thoroughly reliable, Canadian-made machine at a price within the reach of all your customers.

With each size of machine go five cutting plates, providing for every class of work, while the range of sizes enables you to meet the needs of the smallest household or the big hotel.

We are the only manufacturers of Food Cutters in Canada, and we guarantee the Maxwell Cutters to be superior in quality and finish to any of foreign manufacture.

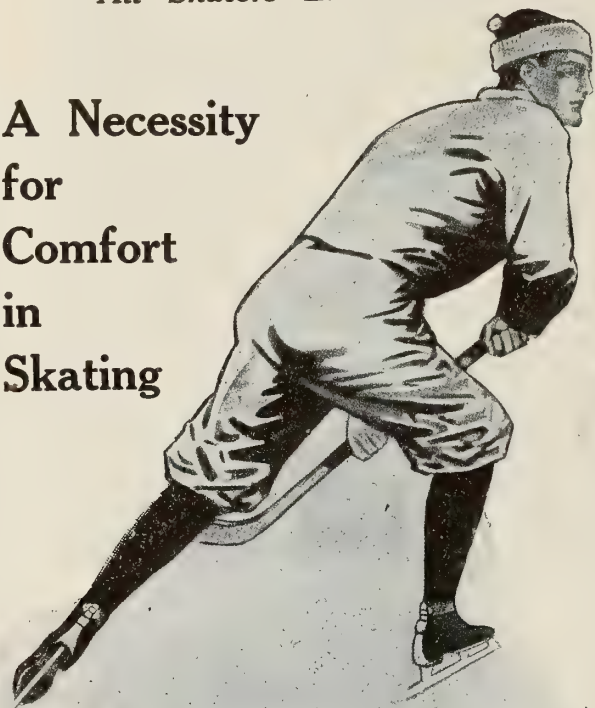
*Write for Catalogue of the Maxwell
Line of Household Labor Savers to*

DAVID MAXWELL & SONS, St. Mary's, Ont.

PERFECTION Ankle Support

*All Skaters Need Them
All Skaters Like Them*

**A Necessity
for
Comfort
in
Skating**



A Seasonable and Fast Selling Line

Made of steel and so constructed that by means of a hinge and sliding attachment the ankles may bend forward or backward while it is impossible for them to go sideways.

*Order a sample dozen and show them to your customers—those who skate and those who would like to—and you'll soon want more.
Write for Prices and Circular.*

Owen Sound Steel Press Works
Owen Sound - Ontario

Still's Extra Axe Handles Sell Quickly

Because they cannot be surpassed in **QUALITY** or **FINISH** at the price for which they are offered.

Order a stock of them at once and note how quickly they sell if displayed in a prominent location.

*Get our prices before
placing your orders.*

J. H. STILL MFG. CO., LIMITED
ST. THOMAS, - ONTARIO



MANUFACTURERS OF

Children's Vehicles and Reed Furniture

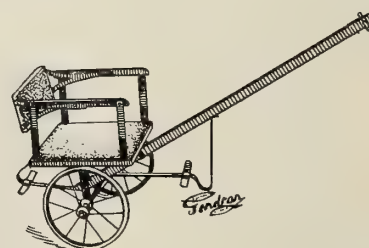


No. 14 Sleigh



No. 1149 Flexible

Write for Our Sleigh Catalogue.



No. 1275 Sidewalk Sulky

Full Line Shown in Grade "A" Catalogue.

The Gendron Mfg. Co., Limited
TORONTO



BIGGEST TRAPPING YEAR IN HISTORY

A

SHORTAGE of ten million furs is reported in London fur centers.

First Result: Fur prices, now high, are going up by leaps and bounds.

Second Result; Big prices always stimulate trapping, and more traps will be used this season in your neighborhood than ever before.

The exact date when the trapping season will begin is uncertain, but nothing is more certain than that it will do no harm to be prepared. When trapping does begin, it will come with a rush—your customers will want not only more traps than usual, but they will want them at once.

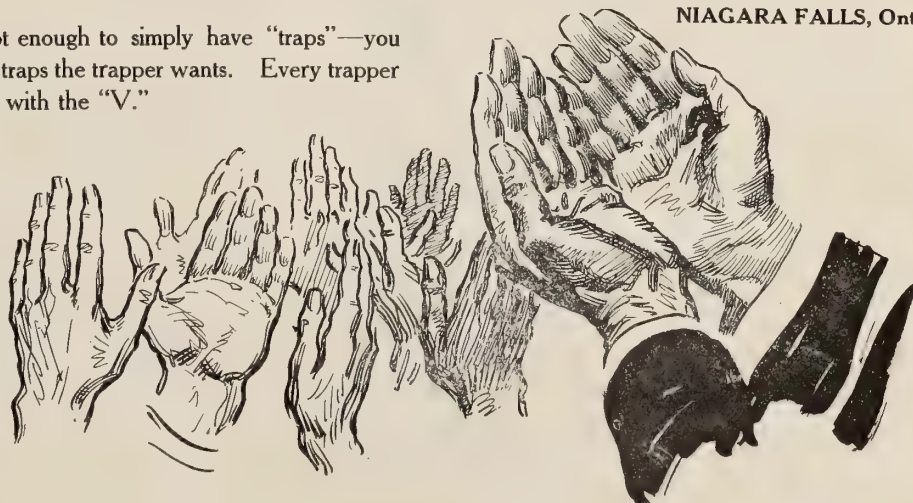
Don't wait—if you want to be sure that your customers get the traps they need.

Order now of your jobber—if his line of traps is incomplete, give him time to get the sizes you need.

ONEIDA COMMUNITY, Ltd.

NIAGARA FALLS, Ont.

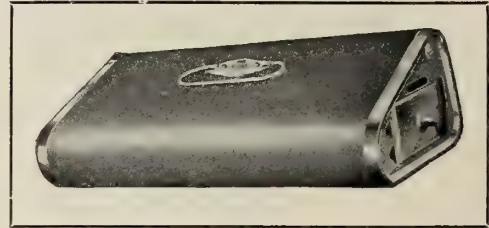
P. S.—It is not enough to simply have "traps"—you must have the traps the trapper wants. Every trapper wants the trap with the "V."



A Mighty Good Line for Fall and Winter

Everyone who drives in cold weather in any kind of a rig from an Ox Team to an Automobile is a prospective buyer of

CLARK INDESTRUCTIBLE STEEL HEATERS



They come at all prices—from those with plain galvanized iron finish to the nickle plated velvet carpet covered ones. Order from your jobber and be sure you get the Clark—the kind that has stood the test of 21 winters.



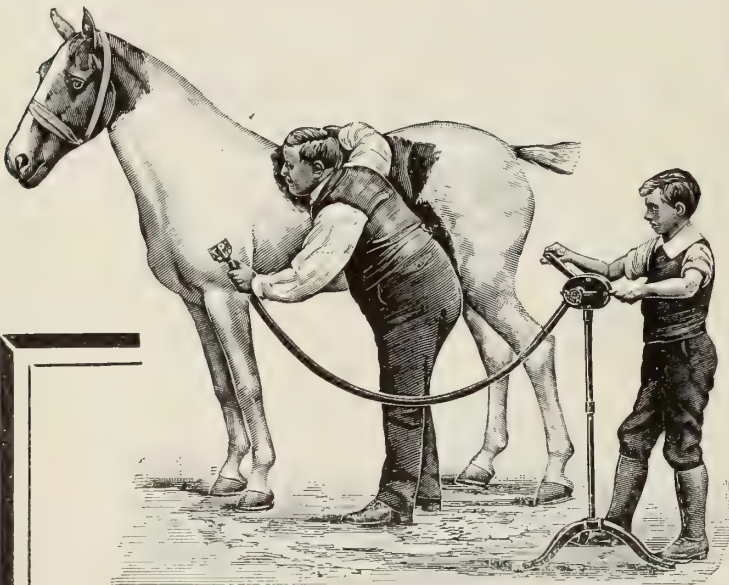
CLARK COAL is guaranteed to give 25 per cent. more heat than any other fuel bricks made. It ignites easier, heats more and lasts longer.

*Your jobber can supply you.
Send for our latest Catalog.*

Chicago Flexible Shaft Company

250 Ontario Street

CHICAGO



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

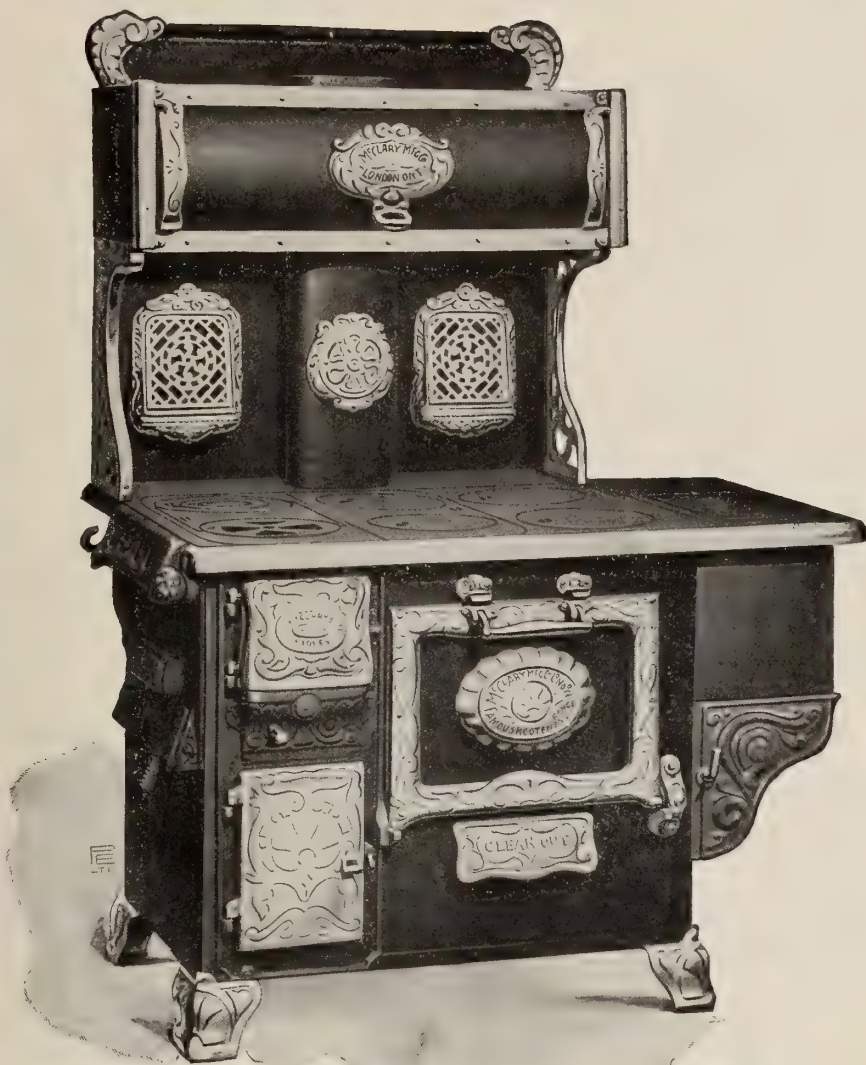
Large Stock Prompt Shipments Spare Parts

Order through your jobber or direct.

SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

THE "KOOTENAY" RANGE



*Our Popular
Steel Range
favorably known
from
Coast
to
Coast*

A ready seller

*below are a
few reasons
why this is so.*

The linings of semi-steel are practically indestructible.

The burnished top requiring only a rub with a rag or a piece of paper reduces cleaning work to a minimum.

Our new direct damper at the back of the range saves bending over the heated surface.

The Nickelled Oven is a recognised advantage—there are many others.

"McClary"
on Goods
is a Quality
Name

McClary's

McClary's
Ship
Quick

Toronto Montreal London Vancouver St. John, N.B. Hamilton Winnipeg Calgary Saskatoon

The Connor Line For Fall

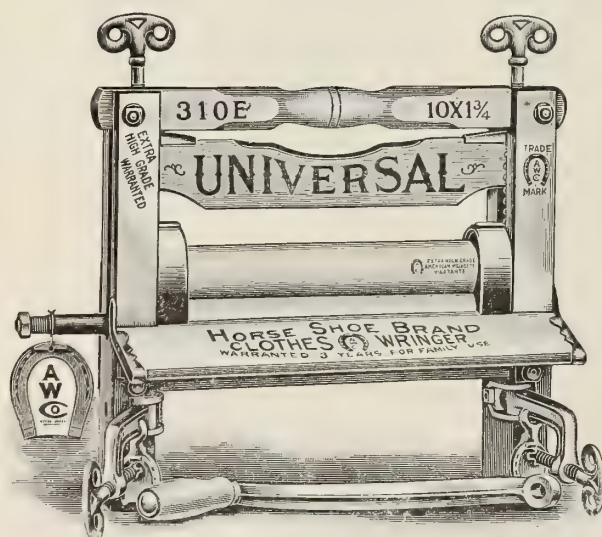


is very complete, including nine styles of washing machines and about the same number of wringers. These are shown and described in our new catalog, which also contains particulars about the latest improvements in washing machine construction. Every progressive dealer will want a copy.

Send us your name and address.

J. H. Connor & Son
Limited
OTTAWA, CANADA

NEW LINE UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings
Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E	-	-	-	-	Rolls, 10x1 $\frac{3}{4}$ inches
No. 311E	-	-	-	-	Rolls, 11x1 $\frac{3}{4}$ inches

STEEL BALL BEARINGS

No. 317E	-	-	-	-	Rolls; 10x1 $\frac{3}{4}$ inches
No. 318E	-	-	-	-	Rolls, 11x1 $\frac{3}{4}$ inches

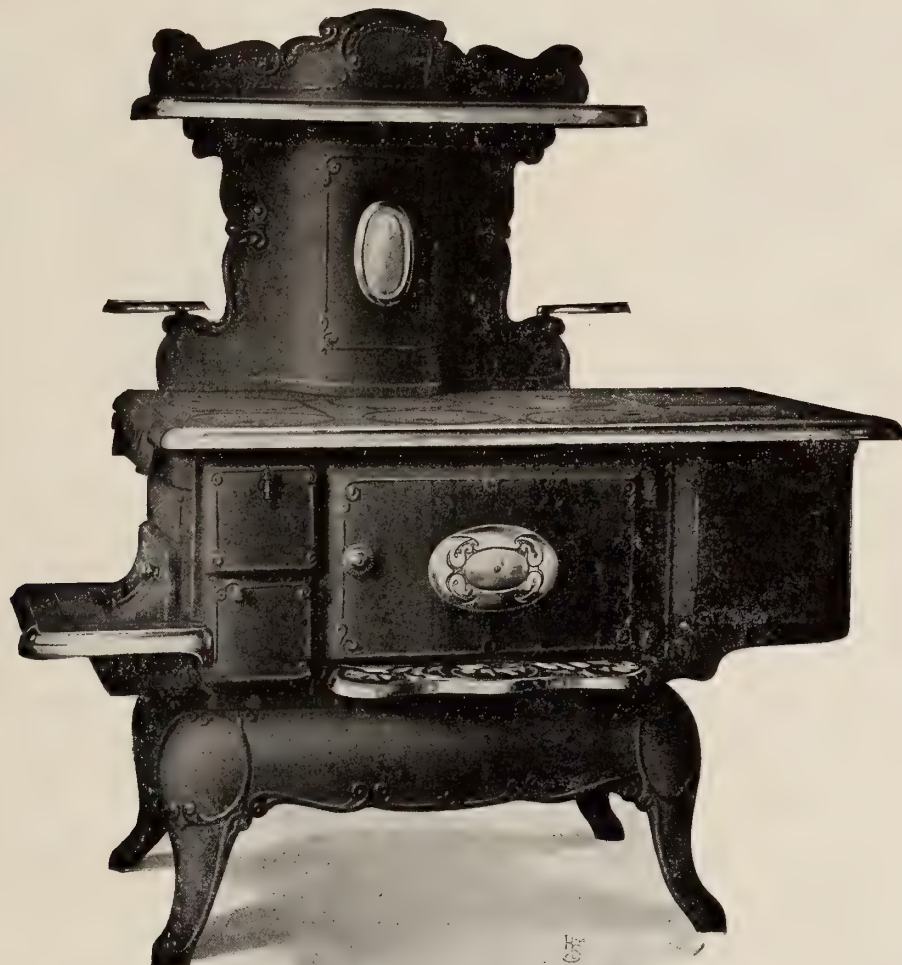
SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY

99 CHAMBERS STREET, NEW YORK, U.S.A.

A New Peninsular Range



The Alert Peninsular

This is a new moderate priced Cast Iron Range with four or six hole top, oven 18 inch square, duplex grates and loose nickle trimmings. It is a very attractive range and will be a good seller.

No.	Covers	Size of Oven
49-18	4-9 inch	18x18x11
68-18	6-8 "	18x18x11

Clare Brothers & Co., Limited

Preston - Ontario

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

THE MECHANICS' SUPPLY CO., Quebec

The S.M.P.

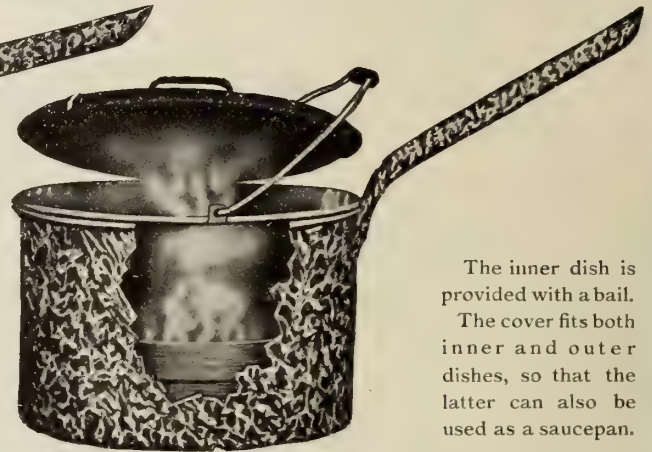
Patent Steam Cereal Cooker
Retinned Covers



So many people say they cannot eat oatmeal, but our Steam Cereal Cooker helps over the difficulty. The kernels are expanded by the steam circulating over them, making them tender, delicious and readily digested.

Nos.	103	105	135
Quarts (Inside Dish)	3	5	3 and 5
Case Lots, Dozen	1	1	1

Improved Steam Cereal Cooker



The inner dish is provided with a bail.
The cover fits both inner and outer dishes, so that the latter can also be used as a saucepan.

Nos.	104	106	108
Pints (Inside Dish)	4	6	8
Case Lots, Dozen	1	1	1

Prices on Application.

The SHEET METAL PRODUCTS CO. of Canada, Limited

Successors to KEMP MANUFACTURING COMPANY

Montreal

TORONTO

Winnipeg

Keep on the Right Side of the Builder

by supplying him with our guaranteed

LEEKNOTT ROOFING

as it will be nearly as good as new when most of the ready roofings are forgotten. It will cost you no more to stock Leeknott and it is by far the cheapest and most profitable in the long run.

Its high quality is due to the work of experts—the experts use the very best of long fibre woollen felt, which is thoroughly soaked and coated with the genuine Trinidad Lake Asphalt, specially prepared and tempered for the purpose. Leeknott has the wonderful weather and fire resisting qualities, qualities that most roofings lack. Every roll is absolutely guaranteed. Rust-proof, galvanized special roofing nails, extra quality lap cement, and illustrated printed directions packed in every roll. Anyone can successfully lay "LEEKNOTT."

We make sales easy by supporting the dealer and supplying him with circulars, etc. Our rolls are more attractive and are certain to invite enquiries.

Write for full details

Agents wanted

Canadian Supply Company

220 King Street West

Toronto, Ontario



HAMILTON SECTION

About Forty Manufacturers of Hardware and Stoves have their Factories and Foundries located at Hamilton, every operation from the smelting of the iron to the making of nails, screws, shovels, saws, etc., being done in the "Hardware City."

The Eighth Annual Convention and Exhibition of the Ontario Retail Hardware and Stove Dealers' Association is to be held at Hamilton in February, 1913. Make your plans to attend it.

Build Up Your Profits

By handling our BALE-TIES for baling purposes. Our baling wire is all extra strong and pliable.

LAIDLAW WIRE NAILS AND STAPLES (all sizes) are the Standard for Canada. If you want to sell WIRE NAILS of superior quality, consult us.

We also make a specialty of manufacturing WIRE for CONCRETE BONDING, or, in fact, for any purpose.

Send Us a Trial Order

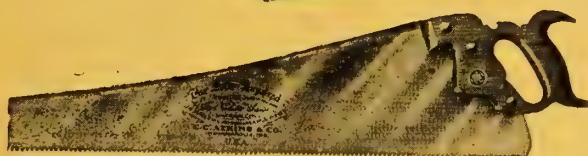
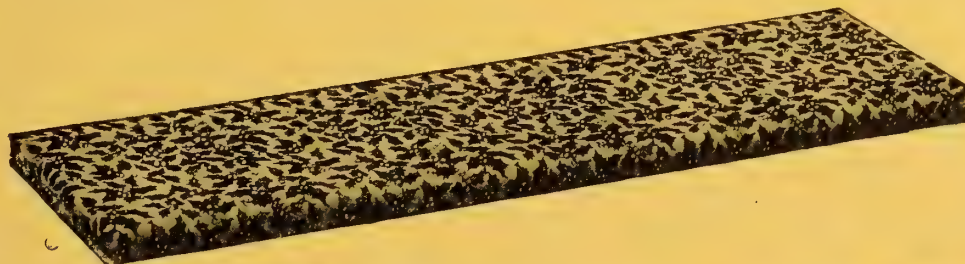
The Laidlaw Bale-Tie Co., Limited

Henry F. Moulden, Winnipeg
George W. Laidlaw, Vancouver

Hamilton, Ontario



Hand Saws for Christmas—Atkins Always Ahead



ATKINS STERLING SAWS

Make a special display of the "FINEST SAWS ON EARTH." Put them in your window—in your show cases—alongside your silverware, cutlery and cut glass. Offer them to the thousands of women who will be looking for a Christmas present. Suggest that they give him something that he REALLY WANTS.

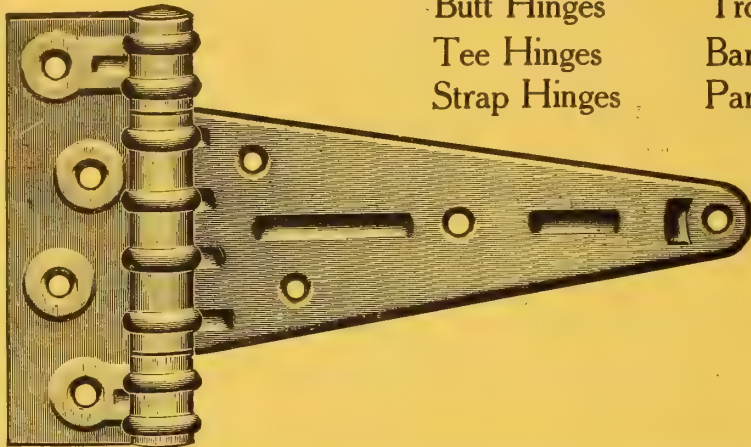
If you are not selling ATKINS STERLING SAWS, write to the nearest address below. Ask for our special Christmas outfit of attractive display boxes, Christmas cards and signs. We'll be glad to fix you up in fine shape. Write to-day and get it off your mind.

E. C. ATKINS & CO.
Makers of Sterling Saws

Canadian Factory
HAMILTON, ONT.
Branch, 109 Powell St.,
VANCOUVER, B. C.

Crescent Brand Hardware

CORRUGATED HINGES, 1 Pr. in a Box



Butt Hinges
Tee Hinges
Strap Hinges

Trolley Hangers
Barn Door Hangers
Parlor Door Hangers

Hinged Hasps	Shelf Brackets
Wagon Hardware	Gate Hooks
Wrought Staples	Etc.
Wire	Steel Bands
Steel Bars	Steel Rods
Steel Sheets	Steel Hoops



CANADA STEEL GOODS CO., Limited
HAMILTON, CANADA

The Steel Company of Canada Limited

Prompt Shipment

Hay Baling Wire Bale Ties
Stove Pipe Wire Clothes Line Wire
Wrought Pipe
White Lead Shot Putty

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

H. G. Rogers, St. John, N.B.
Geo. D. Hatfield, Halifax, N.S.

NEW IDEA

*The latest creation in detachable
Tub Washing Machines*

Specially designed for
homes where storage
room is limited.

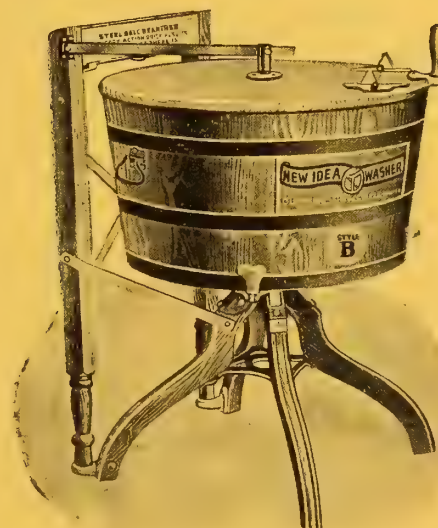
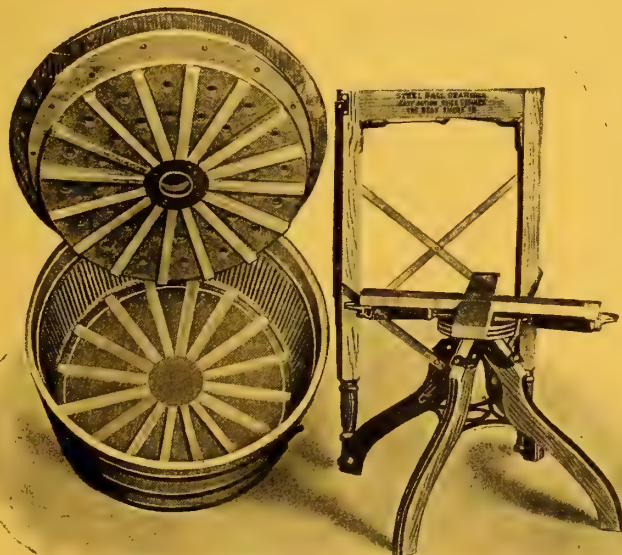


So simple and light that
any woman can easily
handle it.



Large (1/2 inch) Steel Balls run on machined bearings of large
diameter. Will not become loose, rickety, or hard running.

*Quick Cleaners and Harmless
to Everything but Dirt*



IT PAYS TO SELL A GOOD ONE

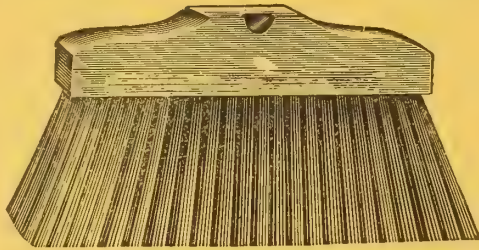
Agents:
W. L. Haldimand & Son
Montreal
H. E. Moulden & Son
Winnipeg

Cummer-Dowswell Limited

Hamilton
Canada

SEASONABLE BRUSHES

Stock and display these lines — They sell rapidly in the Fall months



STABLE BROOMS



HORSE BRUSHES



FURNACE BRUSHES



RADIATOR BRUSHES



Send us your orders for prompt shipment

MEAKINS & SONS, HAMILTON
WINNIPEG LONDON TORONTO



Wire Rope

We manufacture different rope for different purposes.

<i>Swedish Charcoal</i>	<i>Crucible Cast Steel</i>
<i>Mild Plow Steel</i>	<i>Best Plow</i>
<i>Acme Brand</i>	<i>Galvanized Strand</i>
<i>Galvanized Siemens-Martin.</i>	

State kind of rope required or purpose to be used for.

Write for catalogue.

The B. Greening Wire Co., Limited
HAMILTON, ONT. MONTREAL, QUE.

Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.



STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.



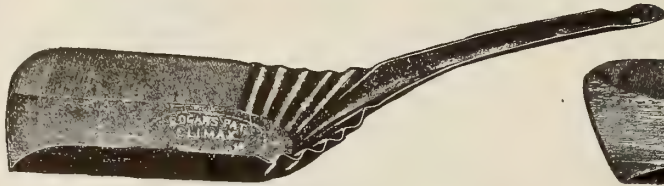
The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON

Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*

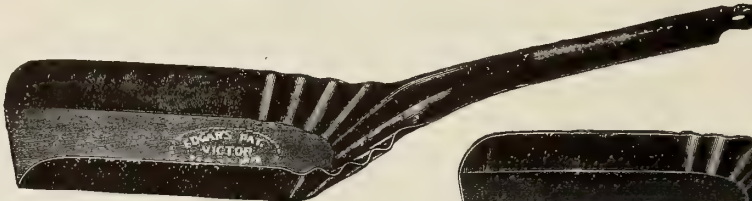
FIRE SHOVELS



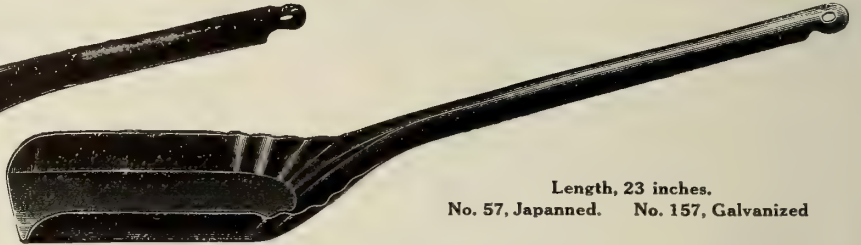
Length, 15 inches.
No. 70, Japanned. No. 170, Galvanized



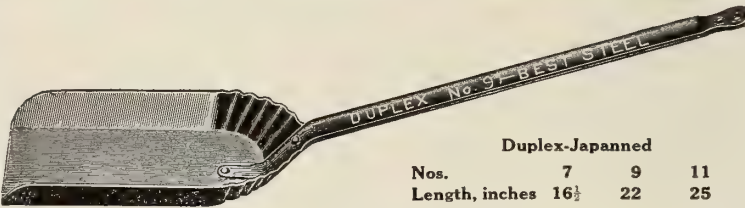
Length, 16 inches
No. 60, Japanned. No. 160, Galvanized



Length, 16 inches.
No. 56, Japanned No. 156, Galvanized



Length, 23 inches.
No. 57, Japanned. No. 157, Galvanized



Duplex-Japanned
Nos. 7 9 11
Length, inches 16½ 22 25

E. T. Wright & Co.
(H. G. WRIGHT)

HAMILTON, CANADA

Agencies at Vancouver, Winnipeg and Toronto

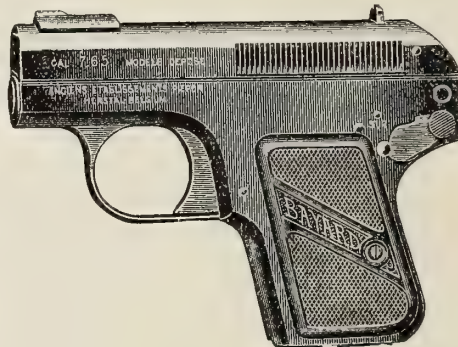
The "BAYARD" Baby Automatic Pistol, Calibre .32 (7.65 ^m/_m)

The Little Giant—A Midget High Power Automatic

The .32 cal. (7.65 mm) "BAYARD" Pistol has been designed to meet the demand for a POCKET pistol COMBINING EASINESS OF MANIPULATION AND SIMPLICITY OF CONSTRUCTION WITH MAXIMUM EFFICIENCY.

Its size is that of a .25 cal. pistol, although it shoots THE POWERFUL .32 CAL. CARTRIDGE.

The "BAYARD" pistol possesses consequently THE ADVANTAGE of having a size REDUCED TO THAT OF THE .25 CAL. PISTOLS and a CAL.



OF .32, GENERALLY CONSIDERED EFFECTIVE and heretofore found only in pistols of greater bulk. These features make the "BAYARD PISTOL" the IDEAL POCKET ARM.



"BAYARD" AMMUNITION

The .32 cal. (7.65 mm) "BAYARD" Cartridges adapted to Automatic Pistols of this calibre have no equal on the market as to quality, regularity of charges, penetration, etc. We are specialists in the manufacturing of this class of ammunition and guarantee against misfire, hangfire, etc.

FOR SALE BY ALL LEADING WHOLESALE HARDWARE HOUSES

Pease Economy Furnaces

**WRITE FOR
CATALOGUE
AND PRICES**

PEASE WALDON CO., LIMITED
WINNIPEG

PEASE FOUNDRY COMPANY, LIMITED
TORONTO

PEASE PACIFIC FOUNDRY LIMITED
VANCOUVER

When writing to advertisers, kindly mention the Canadian Hardware, Stove & Paint Journal

The Test of Time has Proved the Worth of

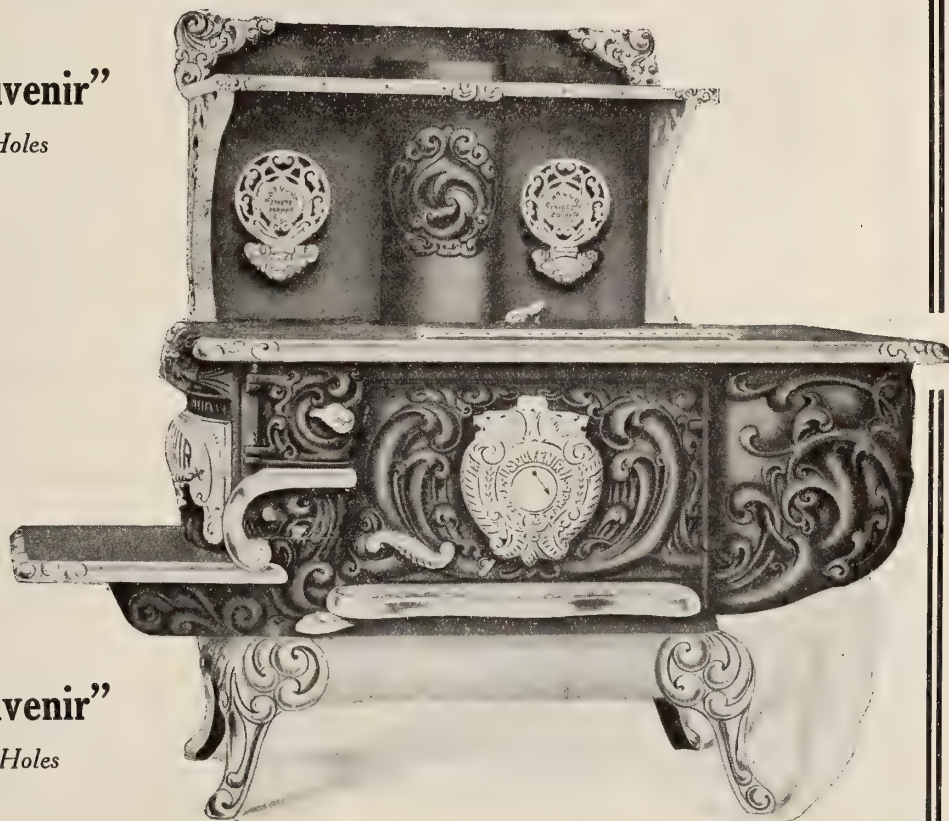
The "Champion Souvenir"

**For Twenty Years the Leading
Cast Range on the Canadian Market**

The "Champion Souvenir"

Made with Six Cooking Holes

The beauty of this Range helps to make it a good seller, but its real worth is in the service it will give the customer and the satisfaction dealers have in doing business with pleased customers.



The "Domestic Souvenir"

Made with Four Cooking Holes

WE CAN OFFER PROMPT SHIPMENT OF ORDERS

While orders for the "Champion Souvenir" have been very heavy this year we are able to ship promptly because of having prepared for a big demand.

Send for "The Test of Time", an interesting booklet describing these Ranges, and let us quote you prices on this line. Let it be the leader on your floor and it will be a winner for you.

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver

Roast That Turkey Right

Educate your Customers to do this by showing them Davidson's "Sterling" Self-Basting Roaster



No. 200—11½ x 18½ x 8 inches.

It represents the acme of convenience—and the uncertain element of success in roasting is entirely eliminated when this pan is used.

It positively makes tough meat and poultry tender and saves all the natural juices.

Roasting is mostly done by guess—baked hard or sometimes burned to a cinder.

The "Sterling" will not permit a poor cook to spoil the turkey, even if it is allowed to remain in the oven longer than necessary—the condensed steam from the juices will keep that turkey right—it will be moist, and the house will not be impregnated with the vile odor of burnt fat.

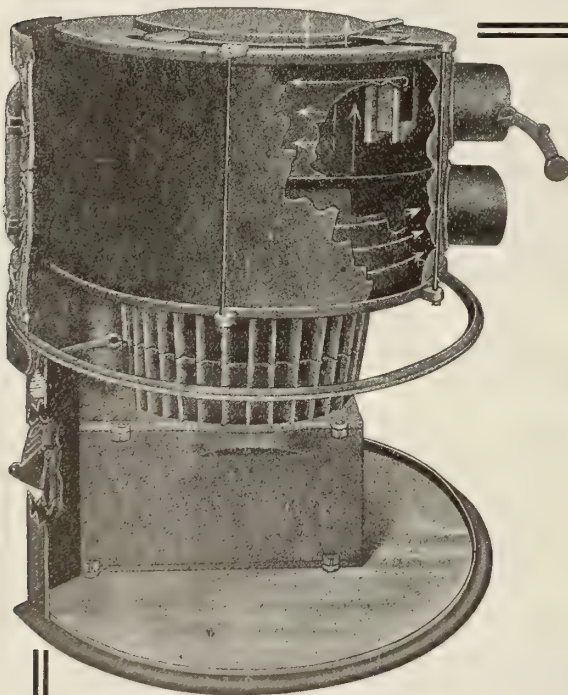
ORDER NOW.—They sell fast, and will soon be demanded in Every Town and Hamlet in the Dominion.

The Thos. Davidson Mfg. Company, Limited

Montreal

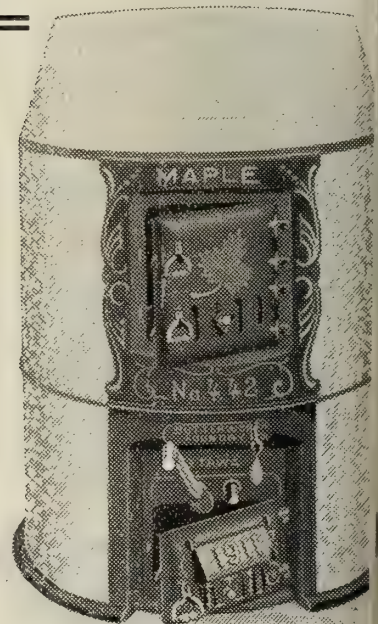
Winnipeg

Toronto



THE MAPLE LEAF WARM AIR FURNACE

Built upon lines that appeal to the practical furnace man and give the user genuine satisfaction.



Low down radiator with wide flue space provided with baffle plate, giving double length of fire travel; heavy sectional ribbed firepots; square ash pit allowing ample air to back of fire pot; triangular bar grates of new pattern; large feed door; straight casing; and many more features not seen in everyday furnaces; This exceptionally good furnace sold at a price which allows the dealer to get a good profit on his material and time for installation and beat out competitors with quality.

BUTTERWORTH FOUNDRY LIMITED

Established 1874

OTTAWA, ONTARIO

Incorporated 1909

The "Good Cheer"

Hard Service Heater

You Can't Beat It

in taking care of the heating requirements of the store, hotel, public hall, school or lodge room, etc.

Everyone says It's a Dandy

and just the heater they have been asked for time and again every season since the failing wood supply displaced the box stove.

Did it ever strike you that every "Good Cheer" line has mighty strong talking points, and always something practical, exclusive and convincing?

You need this line in your business



Can't help being a powerful heater. Just look at the immense radiating surface, air blast ring, roller grates, high ashpit and its sectional construction—no bolts, simply pyramids in sections.

Two sizes: No. 517, 17 in. pot; No. 520, 20 in. pot.



The James Stewart Manufacturing Co.

Limited

Woodstock, Ontario

Western Warehouse, 156 Lombard St., Winnipeg, Man.

HAMILTON & STOTT

*Consulting, Heating and
Plumbing Engineers*

PLANS AND ESTIMATES MADE
FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

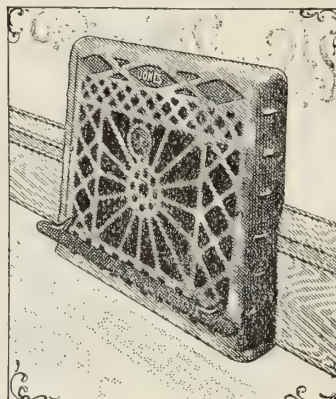
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also
successors to the

**Jones Register
Company**

and can promptly
fill all orders for

**SIDE WALL
REGISTERS**



**Howard Hot Air Furnaces and
Howard Hot Water Boilers**

Write us for quotations

ST. THOMAS, ONTARIO

Quality

There is quality in Pipe
Couplings and it is in the

DART UNION Pipe Couplings

first, last and always.

Every time you furnish your customer with a Dart Union, you put another pleased buyer on your list. It's the goods that give satisfaction to the purchaser that brings him back for more.

Dart Unions are guaranteed, two for one, to give satisfaction. Isn't that a pretty good statement to make to a man face to face?

There is profit in the goods for you as well as satisfaction for your customer. Jobbers throughout Canada sell them.

Dart Union Co., Limited

Toronto

STEAM GOODS

Of The

UTMOST RELIABILITY



Inspirators

When Overhauling Heating Plants

worry and money is saved by using the very best fittings. Every article we offer to the trade carries our guarantee and is thoroughly reliable.

Carry a stock of J. M. T. valves and Morrison steam goods and you will build up a trade with factory owners and users of steam heating and power equipment.

Satisfied customers are your best advertisement.

Write for our illustrated catalogue.

The James Morrison Brass Mfg. Co.,

Limited

93-97 Adelaide Street West, TORONTO.



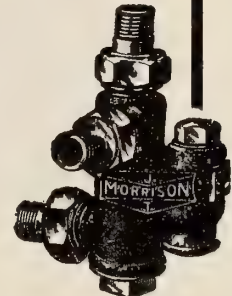
Globe Valves



Steam Cocks



Swing Check Valves



Injectors



"DETROIT"

VAPOR STOVES

Have no equal

We make both Gasoline and Oil Vapor Stoves, from a one-burner Hotplate to a four burner Table Range (see cut) either in Gasoline or Oil. The best in the world. Our Gasoline "Detroit" Vapor Stove lights like Gas. Our Oil "Detroit" Vapor Stove has no wick, it lights with a *blue* flame, no smoke, no odor. Cast iron burner very durable.

Now then in order to get full information of these wonderful stove send for catalogue C and secure agency.

THE DETROIT VAPOR STOVE CO.

DETROIT - - MICHIGAN

EMPIRE QUEBEC

with DUPLEX GRATES



Made in three sizes—30, 40, 50

Finest material, attractive finish, nickle door, ring and swing top, removable grates, easily operated, and will burn wood, soft and hard coal. Very popular seller, at attractive prices.

Made by

**Canadian Heating & Ventilating
Co., Limited**

OWEN SOUND CANADA

CHRISTIE BROS., Limited
1824 Dundas St., Toronto

MUNRO & ARNOTT
Vancouver

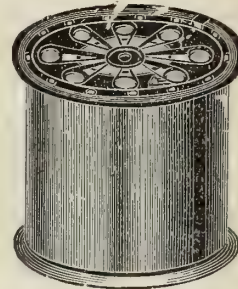
CHRISTIE BROS. CO., Limited
Winnipeg

Heating Drums and Stove Pipe Thimbles

Are Now in Demand

Coal and wood is expensive. It is estimated that 75% of the heat goes up and out of the chimney.

Order a stock of these New Century Drums and tell your customers of the saving of heat they make. Can be used on Stove Pipe or Furnace Pipe.



This is the **Collins Patent Asbestos Stove Pipe Thimble**. Floor extension 8 in. to 16 in. The only real fire-proof thimble made, having a cast iron top which admits our cast iron register when pipe is taken down.

*Send for Catalogue Showing
Full Line*

The COLLINS MFG. CO.

413-415 Symington Avenue

TORONTO

ONTARIO

“OVEN DOOR” “SPRINGS”

HAVING trouble?
Well, try us---
THAT'S all.

United States Steel Products Co.
MONTREAL, QUE.

NOW IS THE TIME TO PUSH THE "EUREKA"

FALL AND WINTER CLEANING IS HEAVY BUT
WITH THE EUREKA IT CAN BE MADE LIGHT

The Best Moderate Priced Electric Cleaner

Try one in your own home and you'll become enthusiastic about it. It is the lightest and most compact suction cleaner made, weighing only nine pounds and being only eight inches high.

AN EXAMPLE OF LIVE SALESMANSHIP

A customer entered the store of one of our agents in Northern Ontario and bought an 8 cent curtain rod. Seeing an "Eureka" Cleaner on display he made enquires and as the retailer had tried the cleaner himself, the customer caught the enthusiasm and bought the "Eureka" for \$45. Then he thought so well of it that he asked the hardwareman what he could do about putting a vacuum cleaner in a local church. The retailer had one of our catalogues and sold an Onward Basement Stationary Vacuum Cleaner, which, including installation, amounted to \$445.

Write at once for circulars and trade prices.

ONWARD MANUFACTURING COMPANY

Toronto Retail Store
423 Yonge St.

BERLIN, ONTARIO

Western Distributing Agents:
Moncrieff & Endress, Ltd.
Scott Block, Winnipeg



*Exclusive
Agency
Offered
to First
Merchant
Applying
in Each
Town*

*Retails
for only
\$45.
Let us
send you
one on
approval.*

*A guarantee under seal is given
with every Eureka Cleaner.*

HIGH GRADE BUILDERS' HARDWARE

*The Kind
That Brings
Repeat
Orders*

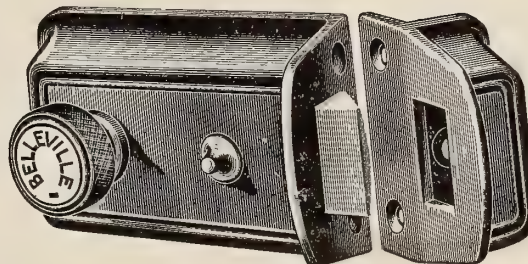
We manufacture a complete line of
guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation
stands behind our guarantee. Send
us a trial order and test the selling
qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO



Do you handle Belleville No. 99
Cylinder Night Latch? If you
will ask your jobber for it and
compare with any Night Latch
on the market at the same price,
you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample **FREE** to any dealer.

Tobin Arms Mfg. Co., Ltd., Woodstock, Ontario

The Hercules Step Ladder

No other ladder made of equal strength

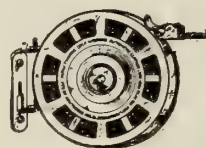
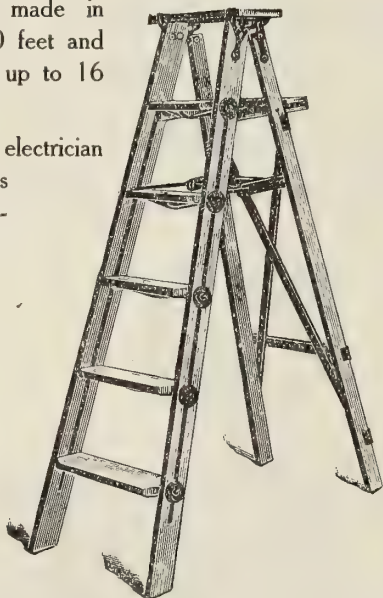
A splendid line for retailers to push—one they can guarantee to give satisfaction, it being made right, by experienced men.

The "Hercules" is made in lengths from 4 to 10 feet and in extra heavy stock up to 16 feet.

For the housewife, electrician or mill owner it has no equal on any market.

**Stratford
Manufacturing
Co., Limited**

STRATFORD
ONTARIO



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickel plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

We are also manufacturers
of the celebrated line of

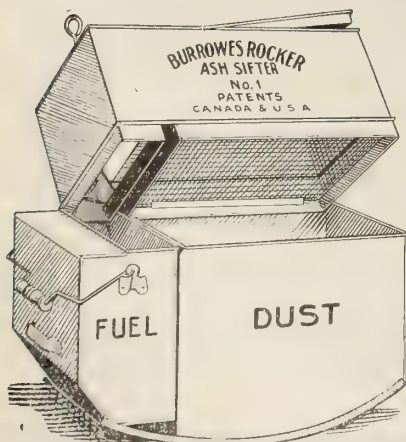
"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

*Write for Descriptive Catalogue
and Prices to Dealers.*

**The Pollock Manufacturing
Company, Limited**

Columbia Place

Berlin, Ontario



Increase Your Profits, You Can Guarantee The Burrowes' Patent Dustless Rocker Ash Sifter

to be dust proof, quick, clean and easy to work. Scuttle fitting dust-tight and double rims will not permit dust to escape.

The large space for ashes and rocking motion both tend to make the ashes spread rapidly and sift freely.

Double screens, fine and course save extra fuel without extra work.

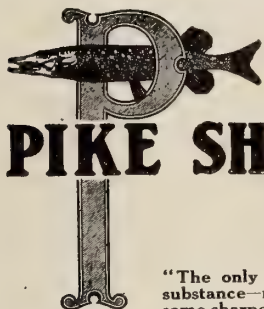
Write the Jobbing Trade for Fuller Particulars and Prices, or

The Burrowes Manufacturing Company
TORONTO, CANADA

You Can Sell THIS to Every Man Who Shaves

—and they are a big number. To-day more than twice as many men shave themselves as did a few years ago. Every one of them knows his razor needs frequent honing as well as stropping. Here's a high quality hone and strop combined in one—at the price of one—and good for both safety and old-style razors.

Although it's one of the latest, it's one of the liveliest sellers in the famous line of



PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need."

Write us and we will send you a Pike Strop-Hone for examination. If it does not show itself a good seller, return it. If it does we will bill you at regular dealer's price and tell you how to get one Strop-Hone FREE.

Pike Manufacturing Co.

23 Main St.,
Pike, N.H.
U.S.A.



Guaranteed by
The MARK of the MAKER

THAT trade-mark protects you and guarantees to your customers the fine English tool steel, high temper, sharp edges, well turned and fitted handles and fine finish of P. S. & W. Chisels and Gouges.

The largest and finest chisel line manufactured.

Write for Catalog 12-B, describing the largest line of mechanics' hand-tools offered by any maker.

The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. Hamilton—Wood, Vallance, Ltd. London—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. Montreal—Caverhill & Learmont; Frothingham & Workman, Ltd.; L. H. Hebert & Cie, Ltd.; Lewis Bros., Ltd. Saskatoon—J. H. Ashdown Hdwe. Co., Ltd. Toronto—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. Winnipeg—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co., Miller-Morse Hdwe. Co., Ltd.; Wood, Vallance Co., Ltd.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics' Hand-Tools, Tinsmiths' Machines, Builders' and General Hardware
Established 1819

Address 28 Murray St., New York, N. Y., U. S. A.



Take a Look at the

New "Yankee" Plain Driver No. 90

Standard Style

14 Sizes,
2 to 30 in. Blade

No. 95
Cabinet Style

Slim Blade
2½ to 15½ in.

Strong, durable, well balanced tools, of the same high quality of material and workmanship as other "Yankee" Tools, which today are without equal. The Blade and ferrule are highly polished, the handle of hardwood finished in dully black, making a handsome appearance. Each tool is thoroughly tested and the blades are **POSITIVELY GUARANTEED** not to turn in the handle.

Your jobber will supply you

North Bros. Mfg. Co.

Philadelphia, Pa., U.S.A.



Black Jack

Sold by
all
Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

HARVEST

*Our Stocks
are at your
service in
Large
Assortment*

will soon be finished.
Your customers will
be making improve-
ments requiring

**Siding, Shingles,
Corrugated Iron,
Metal Ceilings,
etc., etc.**

You will require
Galvanized Iron, Tin
and Canada Plate
quickly.

*Send Your
Orders*

**Winnipeg Ceiling and Roofing
Company**

P.O. Box 2186S. WINNIPEG, MAN.

The "Handy Andy" Improved Force Cup



For household use,
enables anyone to
keep the drain pipes
of sinks, baths, basins,
tubs, etc., free and
clear, and in a safe
and sanitary condition.

***There's a Good
Sale For Them***

Manufactured solely by

The
Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO

MONTREAL
CALGARY

HALIFAX
VANCOUVER

WINNIPEG

Store Management Complete

16 Full-Page
Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

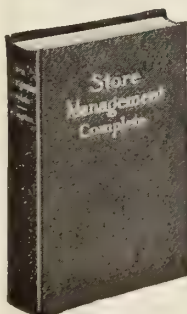
THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—
What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New—Just Published

Send us \$1.00 for the book and a six months trial subscription to this paper.



272 Pages
Bound in Cloth

Commercial Press, Limited

Publishers
Canadian Hardware, Stove & Paint Journal
Toronto, Ontario

'Twill Do Your Advertising

This new book on advertising will tell you all
you want to know about advertising in the store.

Here's the Book that
will be Your Ad. Man

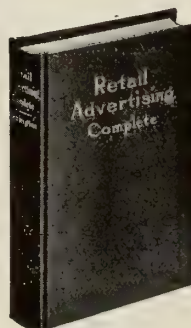
Retail Advertising Complete

By FRANK FARRINGTON

\$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

Chapters on Newspaper Advertising
Making an Advertisement
Good Specimen Ready-made Ads.
Mail Advertising
Window Trimming
Advertising Novelties
Outdoor Advertising
Inside the Store Advertising
Advertising Schemes
Special Sales
Mail Orders, etc., etc.



272 pages
Bound in Cloth

There is no better book of the kind at any price. You can't afford to get along without it.

Absolutely New

Just Published

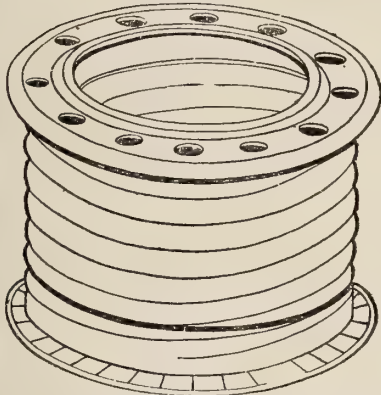
Send us a dollar for this book and a six months trial subscription for this paper

Commercial Press, Limited

Publishers
Canadian Hardware, Stove and Paint Journal
Toronto, Ontario

O.K. EASILY ADJUSTED STOVE PIPE THIMBLE

Composed of two parts which screw together or apart, and have no springs or parts to get out of order.



Shows the O.K. Thimble screwed together.
Patented in Canada and the United States.

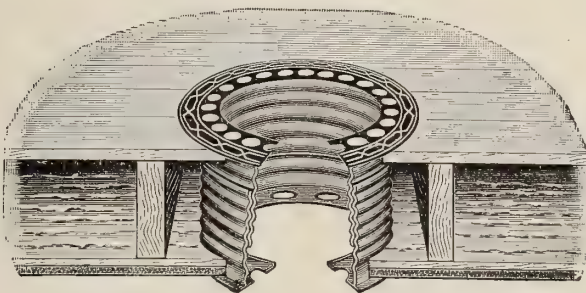
Our O.K. Stove Pipe Thimble is without exception, the most practical Thimble on the market, as well as being handsome in design and strong in construction.

We show, herewith, cuts of the O.K. Thimble illustrating its construction and application. The simplicity and ease of adjustment at once appeals to the judgment of both dealer and consumer. There are no parts to get out of repair and no springs to lose tension, but the Thimble is easily and quickly adjusted to any size wall or floor.

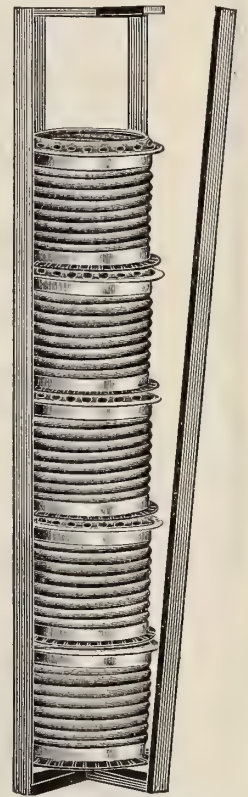
The O.K. Thimble, when screwed to its place, is there to stay, and no working of the smoke pipe can agitate it and cause the plaster to be loosened.

The corrugations in the body of the O.K. Thimble not only give it great strength, but also tend to prevent any overheating. It will be observed that ample space is provided for circulation of air between smoke pipe and thimble body, thereby insuring perfect safety from all danger of fire through overheating of the Thimble.

A boy without any assistance, can easily put the O.K. Thimble in position. It is only necessary to place one section of the Thimble in the opening provided, and from the opposite side of the partition insert an arm through both sections of the Thimble, and screw together. This can easily be done by anyone in less than a minute.



This Cut shows O.K. Thimble in position in floor.



Cut showing how O.K. Thimbles are crated for shipment. Six Thimbles to a crate.

O.K. Thimbles are made of bright tin, with steel ends handsomely Japanned.

The following sizes are manufactured and kept in stock by us.

Wall Thimble for 6 in. Smokepipe, adjustable, 4 to 7½ in.

Wall Thimble for 7 in. Smokepipe, adjustable, 4 to 7½ in.

Floor Thimble for 6 in. Smokepipe, adjustable, 7½ to 12 in.

Floor Thimble for 7 in. Smokepipe, adjustable, 7½ to 12 in.

Write for prices

The Metal Shingle and Siding Co.

LIMITED

PRESTON, Ont.

MONTREAL, Que.

Metal Shingle and Siding Co., Limited, Preston, Ont.
Gentlemen,
Please send me prices on O.K. Thimbles as advertised in The Canadian Hardware, Stove and Paint Journal.
Name
Address

OIL IS LIQUID MONEY

Did you ever think of your oils as liquid money? You would not dream of leaving your cash exposed without protection. Yet ninety-nine times out of a hundred, you forget you have paid cash for your oils and leave them without adequate protection.

What would you think of a merchant who allowed nickels, dimes and half dollars to drop to the floor and then call a clerk to, "Bring a shovel, George, and throw this money into the alley." How long, in your mind, would it be before he reached the Receiver's hands.

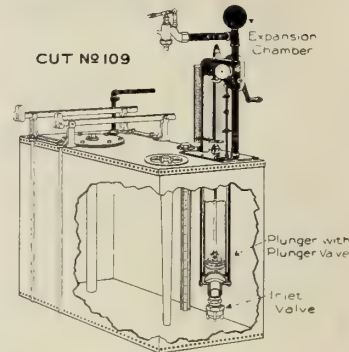
Now, honestly, aren't you doing this very thing when you store your oils in wooden barrels and "jigger" or "faucet" tin tanks. Why not stop it—NOW. Put your liquid money in a

BOWSER SAFE OIL STORAGE SYSTEM

and know it is as safe as your cash in the bank. Isn't this food for thought? And isn't it true?

With a Bowser Outfit you sell all you buy and your profit is actually and accurately figured—not guessed at.

A Bowser System is an automatic cost system that never misses a drop and is built to conform to that measure of safety prescribed by the National Board of Underwriters.



Note in the illustration that the fill, drip and gauge stick tubes are always sealed in oil. This is only one of the many fine points of a Bowser equipment.

And there is a lot more you should know about this equipment. Write for Book 4-M for details. It's free.

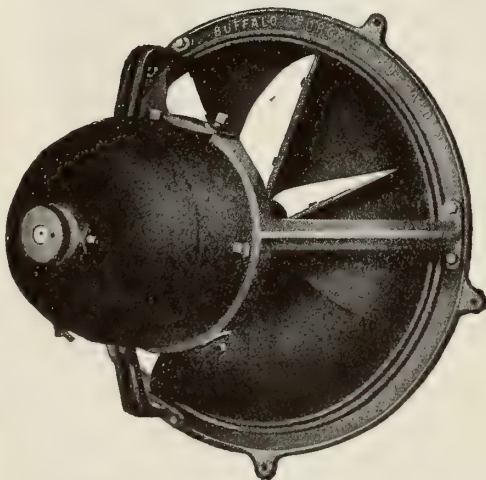
S. F. BOWSER & CO., Inc.

66-68 Frazer Avenue, TORONTO, ONT., CANADA

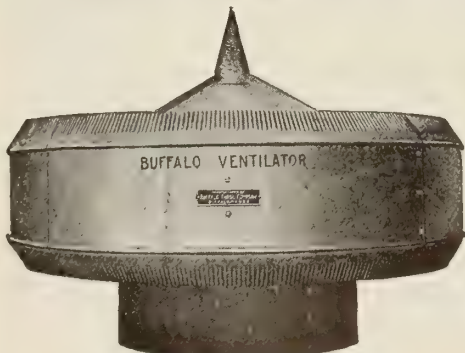
Made by Canadian Workmen and Sold by Canadian Salesmen

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, oil filtration and circulating systems, dry cleaner's systems, etc.

ESTABLISHED 1885



Electric Propeller Fan. Also made with Pulley.



"Buffalo" Ventilators.

"Buffalo"

Disk Fans and Ventilators

MADE IN CANADA : : SEND US YOUR RUSH ORDER

A Buffalo Disk Wheel is ten times more efficient in cooling and ventilating a room or shop than the ordinary electric desk or ceiling fan. The latter only stirs up and "churns" the air, while the Disk Wheel **removes** foul, overheated air, which is instantly replaced by cooler, fresher air from the outside. Thus a small 18 inch Disk Wheel will **remove 2200 cubic feet of air per minute** using only 1-10 H.P. All sizes, electric and pulley driven, in stock.

The Buffalo Ventilator is built on common sense principles. It is wind and storm proof, yet affords escape for the maximum amount of overheated air and smoke. All styles and sizes.

Ask for booklet No. 128

Canadian Buffalo Forge Company, Limited

Montreal

St. John

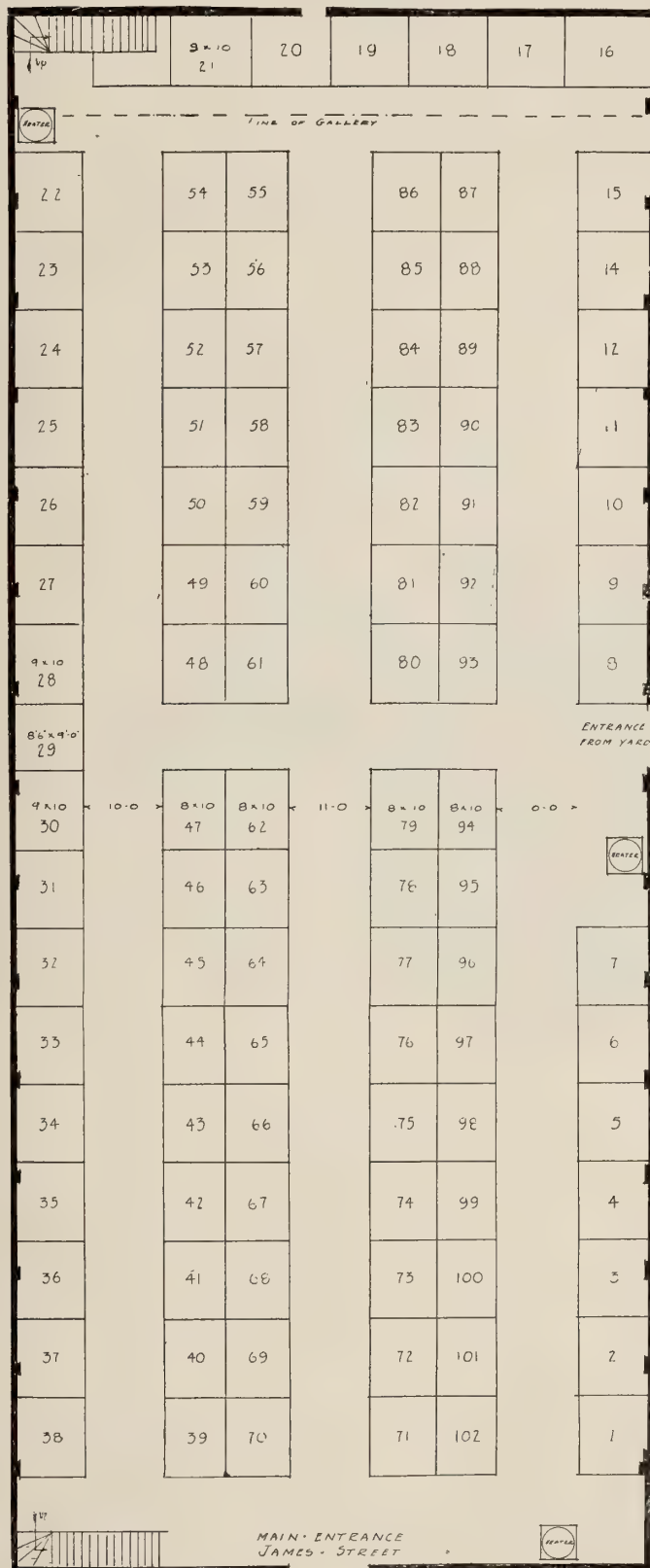
Toronto

Winnipeg

Vancouver

HARDWARE EXHIBITION

FEBRUARY 17th TO 22nd, 1913



An Exhibition of Hardware and Kindred Manufactures

to be held by the

Canadian Hardware Man-
ufacturer's Exhibitors'
Association

in the

13th Regiment Armouries
Hamilton, Ontario

during the

Annual Convention

of the

Ontario Retail Hardware
and Stove Dealers'
Association

For full particulars write

Canadian Hardware
Manufacturer's
Exhibitors' Association

F. M. Tobin, Sec.-Treas.

Woodstock, - Ontario



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

In broken and dozen lots, \$2.05

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In lots of 24, \$1.95

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, NOVEMBER, 1912

NUMBER ELEVEN

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

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W. L. EDMONDS, *Managing Editor*

WESTON WRIGLEY, *Manager*
E. A. FORSON, *Associate Editor*

Staff Representatives

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NEW YORK, 318 Broadway, Phone 2034 Worth	A. B. ABRAMS
CHICAGO, 4059 Perry Street	E. J. MACINTYRE
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WESTERN ONTARIO	GEORGE G. COLVIN
CIRCULATION MANAGER	JOHN A. GIBSON

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other countries, \$2.00 a year

nal naturally also found favor with the representatives of the Canadian National Association who were present.

The surprising thing in regard to the incident is that Consul-General Jones should have made the "break" he did when his residence in the West must have taught him that the importance and prestige of the wholesale hardware houses in the West made them quite competent to act as mediums for the distribution of merchandise among the retail trade in that part of the Dominion. Possibly he has learned his lesson by this time.

Small leaks in business sometimes develop into overwhelming floods.

A Ridiculous Recommendation.

At the convention of the hardware manufacturers and jobbers of the United States the other day the American Consul-General in Canada, who had been brought from Winnipeg to give an address, told the manufacturers of hardware that if they desired to go up and possess the promising market in the Canadian West, they should ignore the customary hardware channels and sell only through the department stores.

That the recommendation was an unwise one must have been patent to the manufacturers and wholesalers present. The evil the mail order houses are doing to the hardware trade of the United States is too live a topic for them to have come to any other conclusion. The hardware manufacturers of the United States are as far-seeing and capable as any class of business men in the world, and know without being told that the pathway mapped out by the American Consul-General at Winnipeg would, if followed, lead to abject failure and not to success.

Not a wholesaler, not a retailer, in the whole of Canada, much less in the Great West, would knowingly handle a dollar's worth of the manufacturer's goods who, acting upon such advice, attempted to confine his business enterprises to the mail order houses of that part of the country.

But lest the manufacturers did not fully appreciate the import of the advice given, the manager of the Canadian Hardware, Stove and Paint Journal, who was present at the time, was accorded the privilege of the floor of the convention for the purpose of pointing out the evil results that were bound to follow should any manufacturer act upon Consul-General Jones' advice. That his criticism was appreciated subsequent remarks by those present clearly demonstrated. The views expressed by the manager of the Jour-

Could Not Have Happened in Canada.

While retail hardwaremen in Canada have their little differences with the manufacturing and wholesale branches of trade over matters similar to those which disturbed the recent convention at Atlantic City, yet one can scarcely conceive the officers of any retailers' organization in this country turning down an invitation in the way their American confreres did the other day.

The fact of the matter is that the relations between the different branches of the hardware trade in Canada are on the whole so cordial that such an unfortunate eventuality is extremely improbable.

The difficulties they have do not lead to hostilities. The reason for this may, in part at least, be attributed to the splendid work which the retail organization have done. This work has always been characterized by discreetness and fairness and, it might also be said, with fairness. The manufacturers and wholesalers, on the other hand, have as a rule preserved a sympathetic attitude toward the retail trade and have been inclined to meet them half way in the discussion and in the settlement of controversial subjects.

An advertisement that is not convincing loses 99 per cent. of its value.

Dramatic Action of Retailers.

The action of the officials of the National Retail Hardware Association of the United States in refusing to be present at the convention of the American National Hardware Association at Atlantic City was, to put it mildly, rather dramatic.

As will be seen by our report of the proceedings printed in another part of this issue, the cause of this extraordinary action was the old matter of preferred prices to mail order houses.

The matter has been getting more and more acute

in the United States, and at present the National Retail organization is making a special investigation with a view to securing the data necessary to an intelligent discussion of the problem with the manufacturing and jobbing interests. Until they have completed this investigation the officials of the retail organization hold it would be simply a waste of time to confer with the interests concerned.

As special provision had been made in the programme for a conference with the retailers during the convention, the final and emphatic announcement that no representatives would be sent to confer caused no mild sensation. In fact there was actual perturbation, particularly in view of the fact that provision had been made on the official programme for the first time for a conference such as that proposed.

It was certainly taking the "bull by the horns." As to whether it was wise for the officials of the retailers to do as they did opinions differ. In our opinion the cause of the retailers would not have been weakened had they accepted the invitation to be present. Possibly they would not have gained much, but a heart to heart talk with manufacturers and jobbers on the disturbing question at issue would scarcely have done any harm. It might have enabled all concerned to secure additional light. Light is what all concerned much desire. And more light is likely to be gained by co-operation than by antagonism.

If the action of the retailers brings the difficulty to a crisis sooner than it otherwise would, then it must be confessed that they saw farther than did those who differ with them.

The snail makes greater headway in life than the man who in business is a loafer.

The Quantity Price Problem.

The question at issue between the retailers and wholesalers and manufacturers in the United States is undoubtedly a delicate one. Quantity price, for that is really the root of the question at issue, is as difficult as it is delicate. But it can scarcely be impossible of solution. All that is required in order to solve it is that those concerned shall set themselves to the task in a broad and liberal spirit, recognizing that it is the welfare of the trade as a whole, and not that of a few individuals, that is at stake.

We in Canada are obsessed by the same problem. And while it is probably not as acute as in the United States, it is likely to become more so as the country develops. If, therefore, the hardware trade in the United States succeed in blazing a way out of the woods they will earn the gratitude of their confreres in this country. In the meantime we are watching and praying.

He who attempts to get rich quickly runs the risk of getting poor suddenly.

A Dying Theory.

The theory that the man who buys a larger quantity than his fellow is entitled to a more favorable price, like that of the maxim "that competition is the life of trade," is as old as the hills. But the one like the other is, in these latter days, being subjected to some modification. New conditions necessitate it. The very life of the retailer demands that it should be modified.

That he who can buy in larger quantities than his fellow is entitled to a lower price which will enable him to thereby undersell his competitor is the possessor

of a divine right no one can with justice claim. He who claims to the contrary is worshipping a fetich. Although not yet as dead as the fifteen-hundred-year-old-theory of the divine right of kings, it is dying.

The more window dressing and advertising are studied the more interesting, attractive and enticing they become.

Rights of Retailers Are Superior.

The rights of retailers are superior to those of the mail order houses, just as the rights

of the whole are superior to those of the individual. The chief factors in the distribution of merchandise is the retail dealer. This is true beyond question. With this fact recognized by all concerned—manufacturers, jobbers and retailers—the difficulty will be not far from solution.

Another thing to be borne in mind in connection with the problem of quantity price which should be taken into consideration is that the welfare of the country as a whole is largely dependent upon the welfare of the retail merchants that do business in the smaller towns and villages that cover the Dominion from coast to coast, and not upon that of the few large mail order houses that dot the country here and there.

Self-preservation is the first law of nature. Manufacturers and jobbers who refuse to accord special prices to mail order houses for quantity purchases are, knowingly and unknowingly, obeying this law, for that which tends to weaken the retail trade of the country certainly undermines the jobbing and manufacturing branches of business as well.

Christmas trade is anything but partial to those who make no attempt to court it.

The Weights and Measures Injustice.

The business men of Canada during the last fiscal year paid the Inland Revenue Department

\$105,796.91 for the privilege of having their weights and measures inspected. This is an increase of 8¼ per cent. over the previous year.

Spread over the whole country, the amount paid by individual business men was not large. But the amount contributed by each is not of much moment. It is the principle of the thing that is of most concern.

The principle is not right. As long as merchants are compelled to pay specified sums of money to the Inland Revenue Department whether their weights and measures are correct or incorrect is an injustice. By all means penalize the dealer whose weights or measures are found to be glaringly incorrect, but to place he who has his measuring and weighing appliances correct is neither just nor reasonable.

To inspect weights and measures is a public necessity, and being a public necessity the onus of its support should be upon the Government of the country.

Retail organizations have from time to time taken the matter up, but their efforts have not been well sustained. Reforms of this kind can only be obtained by persistent hammering. Begin with your representative in Parliament.

Bright advertising and well-displayed windows help Santa Claus to bring good business to business men during the Christmas holiday trade.

Wholesalers Discuss Shorter Terms

At the Annual Convention of the Canadian National Association in Montreal—Subject Left in Abeyance for the Present—Outlook for Higher Prices—A Successful Banquet—Mr. Robert Hobson's Pink Tea—W. J. Lawson the New President—Toronto the Place of Next Year's Meeting.

The annual convention of the Canadian Wholesale Hardware Association, which was held in Montreal on October 15 and 16, will be remembered by the serious attention which was given to the subject of shorter terms of credit.

The discussion was, however, of a tentative character, as it was felt that final decision on such an impor-

Hardware Co.), Toronto, and D. H. Howden (D. H. Howden & Co.), London.

Next year's convention will be held in Toronto in October.

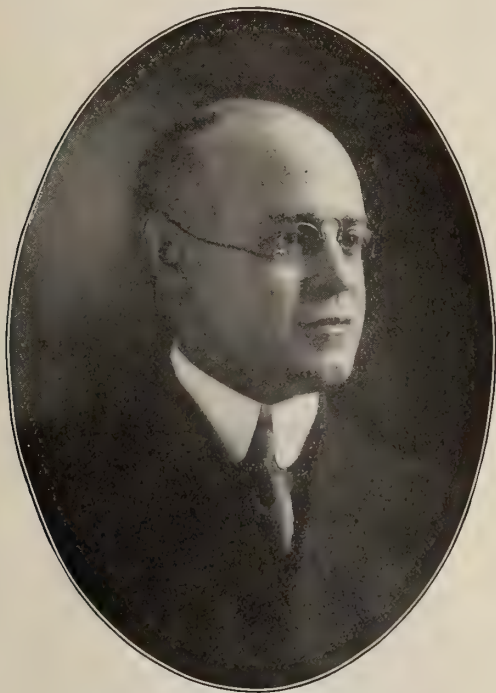
Entertained by Harbor Commissioners.

After the adjournment of the convention the jobbers, with a party of visiting hardware manufacturers, became the guests of Mr. C. C. Ballantyne, of the Sherwin-Williams Co., who, acting in his capacity as a member of the Board of Harbor Commissioners, took the party on a boat ride around the harbor, showing the new dry dock, the enormous grain elevators on the various piers, and other points of interest. The thoughtfulness of Mr. Ballantyne, in arranging the trip, was much appreciated by all the visitors.

The Banquet.

The annual dinner was held on Tuesday evening in the Canada Club quarters of the Board of Trade building, about sixty invited guests enjoying the hospitality of Mr. Alfred Jeannotte, the retiring president of the Wholesale Association, who well maintained the traditions of his race for providing the best obtainable for those who feast at their table.

The menu, eatables, drinkables and talkables, was well chosen, and full justice was done to it and adjournment made before midnight to allow time for



President W. J. LAWSON
Of Rice Lewis & Son, Toronto.

tant matter could not be arrived at until further consideration had been given it, and the different interests concerned had been consulted.

The prevailing opinion seemed to be in favor of shortening the terms to 2 per cent. 10 days and net 60 days, instead of 2 per cent. 30 days and net 90 days.

With the market for basic metals advancing as it is, hardware prices naturally came in for some discussion, and the opinion obtained that it was only a matter of time before quotations would have to be put up practically all along the line.

Election of Officers.

The business of the convention was concluded on Wednesday morning when officers for the ensuing year were elected as follows:—

President, W. J. Lawson (Rice Lewis & Son), Toronto.

Vice-President, A. Prudhomme (A. Prudhomme & Fils), Montreal.

Executive Committee, George C. Davis (Frothingham & Workman), Montreal; Joseph Dowling (Caverhill, Learmont & Co.), Montreal; Victor Lemieux (J. Lemieux & Co.), Quebec; S. R. Kennedy (Kennedy



Past-President ALF. JEANNOTTE
Of L. H. Hebert & Cie., Montreal.

recuperation for the morrow's programme of business and enjoyment.

After the Malpeques, the partridge, the ice cream pudding, and other delectables had been disposed of, Mr. Jeannotte bid all rise to honor the toast to the King, and right royally was it done.

"Our Guests" came next, the first called upon to respond being Robert Hobson, general manager of the

Steel Company of Canada. "Mr. Jeannotte, merchants and others," he began, "and by others I mean Mr. Brittain, Mr. Merriman, Mr. Ballantyne, and all of you who have walked the carpet to-day."

"What about Hatch?" asked someone.

"He's uncontrollable. But since the day two years ago, when I was put on the carpet to outline the pol-

tered the iron business," said Mr. McMaster, "we recognized seven or eight per cent., but it is hard to interest capital in the hardware business nowadays the margin of profit is so low. You are too anxious to sell for the sake of selling, and possibly you are also backward in asking for rebates. Try to get a better profit on your sales and take advantage of the great strength of the market to-day to put your business on a profitable basis."

Major Currie, M.P., president of the Imperial Steel-Wire Co., Collingwood, roused enthusiasm by his optimistic speech. He told of the great prosperity the farmers are enjoying, and how they are making 50 to 100 per cent. on their investments in Western Canada. "At this stage of development in the United States the jobbers were getting 40 to 50 per cent. You are as much entitled to large profits as the farmers and you should not be satisfied with 6 or 7 per cent. There is plenty of business for all, and as the present government was not elected to upset business conditions by reducing the tariff, the present activity is certain to continue. If hardware manufacturers, jobbers and retailers do not make good money during the next 5 or 10 years it is their own fault."

C. C. Ballantyne, of the Sherwin-Williams Company of Canada, agreed that profits were too low. Paint men should also endeavor to get better prices as raw materials all cost more and labor never cost so much as to-day.

H. J. Fuller, president of the Canadian Fairbanks-Morse Company, added that the cost of doing business had been steadily advancing in all departments, and



C. C. BALLANTYNE

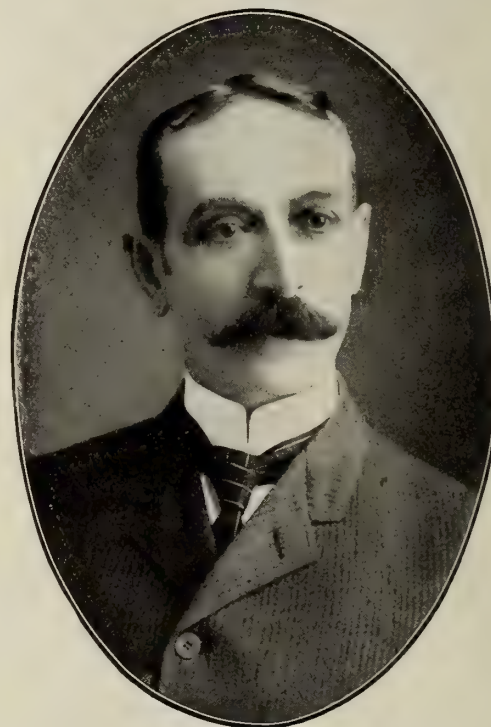
Vice-President of the Sherwin-Williams Co., and one of Montreal's Harbor Commissioners, who contributed much to the entertainment of the hardware visitors.

icy of our company, and I said we would sell through the jobbers we've done so. We've spent \$2,000,000 to get the increased production necessary to supply the growing demands of the Canadian market. But have you jobbers increased your facilities for marketing our enlarged output?"

Mr. Hobson enlarged upon the enormous total which Canadian manufacturers are now producing, nearly double the combined production of the farms, the mines and the fisheries of this country, and he pointed out that the manufacturers problem is not to stifle competition but to reduce factory costs and distribute their goods economically.

W. S. Fisher, president of the Enterprise Foundry Co., Sackville, and of the wholesale and retail firm of Emerson & Fisher, St. John, N.B., thanked the host for the opportunity of attending for the first time a wholesale hardware dinner in Montreal. "We also have an annual dinner in the Maritime Provinces," he said, "and you are all invited to attend our gathering." Mr. Fisher spoke of how the Maritime Provinces are awakening to their opportunities, their trade in coal, fruit, fish and other commodities being steadily on the increase.

Wm. McMaster, the former head of the Montreal Rolling Mills, said he could speak freely as he is now out of the iron and steel business, though still connected with the trade through the Sherwin-Williams and Canadian Explosives Companies. "When I en-



W. SHIVES FISHER

Who brought greetings from the Wholesale Hardware Association of the Maritime Provinces.

with a rising market before them the time was opportune to strengthen up the weak points.

Charles E. Button, Gananoque, said the purpose of meeting together was to compare notes and encourage all to work together. It was sad, however, to see familiar faces disappear each year, the only compensation being the formation of new friendships and the further

cementing of friendly relationship with those who have met together year after year.

Interesting Reminiscences.

Col. William Starke, who had just returned from a visit to Germany in pursuit of better health, and who everyone was pleased to see looking so much improved, proposed the toast of "Our Association," the first to respond being that much revered ex-president, William Vallance, of Hamilton.

Mr. Vallance said that as one of the original organizers of the Wholesale Association, he felt proud of its success. While the jobbers interests are not identical, said he, and hence the association which was doing so much to cement friendships between business competitors.

"I will soon complete sixty years in the hardware business," said Mr. Vallance. "At that time the only railway in Canada was at Lachine, and Hamilton, being at the head of navigation, had four exclusively wholesale hardware stores. Then we imported our goods from England, axes and cut nails being the only articles of hardware made in Canada. The wholesalers controlled the situation then, but now the manufacturers do. Many of my wholesale friends have gone and I will soon say farewell, too," said Mr. Vallance in conclusion, he being greeted with a chorus of "We hope not," from his hearers.

W. J. Lawson, Toronto, who followed, was introduced as "Our next President," and briefly expressed his belief in the good done to the trade by associations and attending conventions.

Victor Lemieux, Quebec, also responded, speaking in French and telling of the benefits derived by the French-Canadian houses through organization.

Honored the Departed.

Secretary James Hardy here requested the company to drink a toast in silence to the memory of several former officers of the Association. Briefly he told of the important work done for the trade by the late Senator Wood, Hamilton; John Bowman, London; George Vallance, Hamilton; A. B. Lee, Toronto; T. H. Newman, Montreal, and T. G. Dexter, Toronto.

Sister Associations.

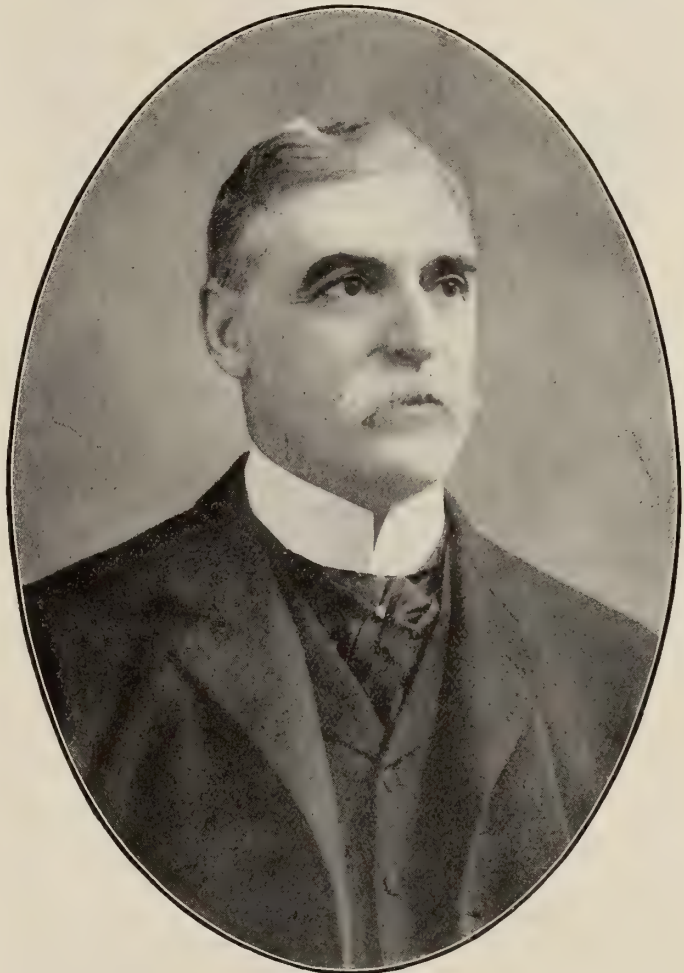
A. Prudhomme, Montreal, proposed the toast of "Sister Associations," and John A. McAvity, St. John, N. B., in responding for the Maritime Wholesale Hardware Association, said that one detriment to the making of profits by wholesalers had been the slow deliveries made by manufacturers. He was glad to hear that the manufacturers were enlarging their plants to take care of the increased volume of business resulting from the great growth of Canada's population.

Fred C. Lariviere, president of the Montreal Retail Hardware Association, said that he had visited many of the large jobbing houses in the United States, and had been most courteously received and shown their office systems. As a result he had been able to introduce similar systems in his business so that every department was made to show a profit. To those who were not satisfied with their profits he would recommend a similar study of American business methods.

Weston Wrigley, secretary of the Ontario Retail Hardware and Stove Dealers' Association, said he might not be able to speak for all retailers, but personally he held the opinion that the suggested shortening of terms of credit would result to the ultimate advantage of retail merchants by forcing unprogressive

ones to bring their business more closely to a cash basis, and thus make it easier for all to compete successfully with the mail order houses. Regarding catalogue house competition, Mr. Wrigley said the interests of the jobbers were imperilled as much as those of the retail trade, and he was certain that the jobbers would co-operate with the retailers in securing the postponement of the enactment of any parcels post legislation in Canada until the measure providing for the zone system had been tried out in the United States.

Mr. Wrigley referred to a complaint received from an Ontario retailer that a semi-jobber in Toronto had sold some Jones shovels at the jobber's price to a drain contractor who had asked for a quotation from the local dealer, the sale being made at the price quot-



ROBERT HOBSON

Vice-President and General Manager of the Steel Co. of Canada, who gave a pink tea to the wholesale hardwaremen and others.

ed the retailer by his jobber. "Your Wholesale Association should not allow this," said the speaker. "What can we do?" was asked. "As the largest customers of the Jones Company you can tell Mr. Jones that if he gives semi-jobbers an extra ten it is given because he is a quantity buyer, and not to enable him to undersell other retailers. You should protect the retailer by insisting upon the establishment of re-sale prices," said Mr. Wrigley, who went on to tell of another case of where a Montreal jobber had sold a lot of half a dozen shovels to a small contractor although one of the retailers in the town was a regular customer of the jobber referred to.

F. M. Tobin, of the Tobin Arms Manufacturing Co.,

was called upon to respond on behalf of the Canadian Hardware Manufacturers Exhibitors' Association, and in reply to a question from Wm. Vallance, asking if the Association was not organized to encourage the sale of goods from manufacturer to retailer, Mr. Tobin said it was purely an advertising organization. "Conditions change," said the speaker. "We used to bore holes with hot pokers, but now we use Tobin auger bits. So with the hardware exhibitions. We make displays to make our lines more familiar to the retailers and to help create more business for jobbers and



ARTHUR F. HATCH
Who attended the Convention.



MAJOR CURRIE, M.P.
Who spoke at the banquet.

retailers. Many manufacturers who exhibit make all shipments through the jobbers, and some of the jobbers have shown considerable enterprise by sending salesmen to take advantage of the opportunity of selling new lines of goods." Speaking for his own firm, Mr. Tobin said their policy was to sell to anybody but only at established re-sale prices which fully protected jobber and retailer.

John Stevely, of the Columbia Handle Co., London, endorsed the previous speaker's views on price maintenance, saying: "The man who makes the price is the man who should maintain them."

"There is nothing in this world to compare with a good woman," said Arthur F. Hatch, of the Canada Steel Goods Co., Hamilton, in proposing a toast to "The Ladies," which was responded to by A. W. Peck, junior, of the Peck Rolling Mills, Montreal.

The health of President Jeannotte, "Our Host," was also enthusiastically toasted in conclusion.

Songs were sung by C. H. Earle, Montreal, and "Bert" Alexander, Hamilton, they helping very greatly to make up an enjoyable programme. "Auld Lang Syne" was sung before adjourning, all present joining hands in friendship before parting.

Those at the Banquet Board.

A. Jeannotte, L. H. Hebert & Co., Montreal.
W. S. Fisher, Emerson & Fisher, St. John, N.B., and the Enterprise Foundry Co., Sackville, N.B.
R. Hobson, The Steel Co. of Canada, Hamilton.
Wm. McMaster, Canadian Explosives, Ltd., Montreal.
Weston Wrigley, Secretary Ontario Retail Hardware and Stove Dealers' Association, Toronto.
James Hardy, Secretary Canadian Wholesale Hardware Association, Toronto.
Jas. M. Robertson, James Robertson & Co., Montreal.
Robert Starke, Starke-Seybold, Ltd., Montreal.
J. H. Cameron, Winchester Arms Co., Montreal.

J. E. Theriault, L. H. Hebert & Co., Montreal.
Robert H. Merriman, B. Greening Wire Co., Montreal.
C. H. Earle and A. H. Brittain, Montreal.
Chas. R. Hubbard, E. C. Atkins & Co., Hamilton.
B. H. Elkin, Maritime Nail Co., St. John, N.B.
Alexander Gibb, Montreal.
A. H. Hough, Canada Iron and Tube Co., Montreal.
E. Liersch, Canada Linseed Oil Mills, Montreal.
W. J. Lawson, Rice, Lewis & Son, Toronto.
C. N. Whitman, Hobbs Hardware Co., London.
H. Edmond Dupre, Chinic Hardware Co., Quebec.
H. W. Aird, Canada Paint Co., Montreal.
Thos. H. Jordan, A. C. Leslie & Co., Montreal.
A. E. Balfry, Jenkins & Hardy, Montreal.
J. B. Pack and A. W. Peck, jr., Peck Rolling Mills, Montreal.
Gordon C. Seybold and H. B. Seybold, Stark-Seybold, Ltd., Montreal.
W. J. Hayes, Sheet Metal Products Co., Toronto.
J. W. Dowling, Caverhill, Learmont & Co., Montreal.
J. H. Hanson, Hanson-Tilley Co., Montreal.
W. L. Cummer, Cummer Dowsell & Co., Hamilton.
James Maxwell, D. Maxwell & Sons, St. Marys.
S. H. Alexander, Wood, Vallance & Co., Hamilton.
C. E. Britton, Cowan & Britton, Gananoque.
Fred C. Lariviere, President Retail Hardware Association, Montreal.
C. B. Rittenhouse, United States Export Co., Montreal.
A. Prudhomme and H. Prudhomme, A. Prudhomme & Fils, Montreal.
Victor Lemieux, N. Lemieux & Fils, Quebec.
A. E. Gilverson, Rice, Lewis & Son, Toronto.
T. B. Williamson, H. S. Howland & Sons, Toronto.
Smeaton White, Montreal Gazette.
John A. McAvity, T. McAvity & Sons, St. John, N.B.
R. H. McMaster, Montreal Rolling Mills, Montreal.



S. R. KENNEDY, Toronto



D. H. HOWDEN, London

Two members of the Executive.

D. H. Howden, D. H. Howden & Co., London.
R. McK. Haldimand, W. L. Haldimand & Son, Montreal.
J. Stevely, Columbia Handle Co., London.
R. B. Simmonds, Jas. Simmonds & Son, Dartmouth, N.S.
C. C. Ballantyne, Sherwin-Williams Co., Montreal.
Wm. Vallance, Wood, Vallance & Co., Hamilton.
G. C. Davis, Frothingham & Workman, Montreal.
Arthur F. Hatch, Canada Steel Goods Co., Hamilton.
C. G. McGhie, Welland Vale Manufacturing Co., St. Catharines.

Frank M. Tobin, Tobin Arms Manufacturing Co., Woodstock.

E. M. Thurber, Nicholson File Co., Port Hope.

Geo. A. Child, U. S. Steel Products Co., Montreal.

W. Starke, Starke-Seybold, Ltd., Montreal.

Henry J. Fuller, Canadian Fairbanks-Morse Co., Montreal.

Geo. H. Smead, Landers, Frary & Clark, New Britain, Conn.

A. Letang, Letang Hardware Co., Montreal.

S. R. Kennedy, Kennedy Hardware Co., Toronto.

J. A. Currie, M.P., Imperial Steel and Wire Co., Collingwood.

R. B. Coulson, G. M. Johnston and A. Gordon Macpherson, Montreal.

E. Goodwill, Thos. Davidson & Co., Montreal.

F. C. D. Wilkes, Canadian Hardware, Stove and Paint Journal, Montreal, and G. Rutledge, Hardware and Metal, Montreal.

Mr. Hobson's Pink Tea.

The final touch to a most successful convention was the delightful luncheon given by Robert Hobson, general manager of the Steel Company of Canada, in one of the banquet rooms of the Windsor Hotel.

"Hobson's choice" of decorations and menu met with general approval, and the host, acting as toastmaster, added to his already wide reputation as a prince of entertainers.

The following guests were present:—

Wm. Vallance, Hamilton.

C. E. Britton, Gananoque.

Arthur F. Hatch, Hamilton.

Geo. C. Davis, Montreal.

W. S. Fisher, St. John N.B.

R. H. Merriman, Hamilton.

Victor Lemieux, Quebec.

Ross McMaster, Montreal.

James Maxwell, St. Marys.

A. E. Gilverson, Toronto.

Gordon Seybold, Montreal.

John Stevely, London.

C. A. Whitwam, London.

W. J. Lawson, Toronto.

A. Prudhomme, Montreal.

Alfred Jeannotte, Montreal.

William Starke, Montreal.

John A. McAvity, St. John, N.B.

C. C. Magee, St. Catharines.

S. H. Alexander, Hamilton.

T. B. Williamson, Toronto.

Weston Wrigley, Toronto.

Joseph Dowling, Montreal.

Robert Starke, Montreal.

James Hardy, Toronto.

D. H. Howden, London.

The festivities were most enjoyable, some very interesting reminiscences being related by William Vallance, the worthy "dean" of the Wholesale Association, while "Tony" Lawson, the jobbers' new president, and "Tom" Williamson, the "baby" of the gathering, made reputations for themselves as story-tellers, endeavoring to their utmost to win away from Arthur Hatch the laurel wreath for after dinner story-telling. Mr. Hatch, despite his pessimistic mood, upheld his reputation, however, by a baseball story, which was particularly timely.

A. E. Gilverson, the quiet and reserved president of Rice Lewis, & Son, Toronto, who has worked wonders

in reconstructing that old-time hardware business during the past two or three years, was carried away by the occasion, and, forgetting the problems of finance for the moment, sang an impromptu song of his own composition, the chorus being:—

"These Hobson teas, they are the cheese.
We all agrees, we all agrees."

W. Shives Fisher, retailer, jobber, manufacturer, and all-round hardwareman, was the orator of the afternoon, he eloquently outlining the wonderful possibilities of Canadian development, and expressed his delight in seeing the manufacturing industries of Montreal, Toronto, Hamilton, and other cities, growing so rapidly.

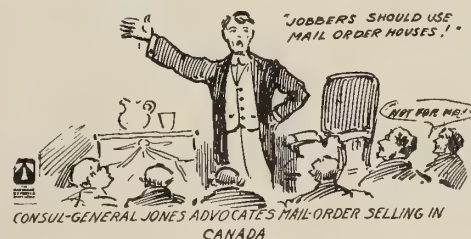
Charlie Brittain, the irrepressible young-old dean of the hardware manufacturers, knocked down "Grandpa" Hardy's carefully constructed house of cards by interjecting a political speech, and the subject of loyalty to the Empire having been introduced, Victor Lemieux expressed, for the French-Canadians, their unswerving loyalty to Canada and King George.

Alfred Jeannotte and A. Prudhomme also spoke interestingly on trade matters, while Weston Wrigley, responding to a toast, told briefly of how Canadian Hardware, Stove and Paint Journal is participating in the prosperity so evident in every branch of Canadian industry.

"May they long continue to make iron and steel for a living," was the way the Steel Company of Canada was toasted, when the hour of adjournment had arrived, and Robert Hobson and Ross McMaster, in responding, told of the remarkably busy conditions in their various plants, the outputs of which have been booked ahead for many months by far-seeing wholesalers and manufacturers who recognize that the market in heavy goods is on the upward trend with little probability of present prices holding very long.

Consul-General Jones Favors Mail Order Selling

In the afternoon session of the manufacturers' open meeting, the Hon. John Edward Jones, Consul-General of the United States, Winnipeg, Canada, spoke eloquently and forcefully on the subject, "Canada." The Consul-General, however, made one of those slips in his address that sometimes happen when a diplomat addresses a commercial body. He suggested to the hardware jobbers and manufacturers present that if they wish to have their goods reach the consumer in Canada in the most direct manner, they use the agency of the mail order houses. He suggested that American goods would receive less encouragement at the hands of Canadian jobbers and retail merchants.



Following Consul-General Jones, Mr. Wrigley, representing a Canadian trade journal, took decided issue with him on this point.

The Hon. J. Hampton Moore, Congressman of the Third Pennsylvania District, Philadelphia, Pa., read an address on the subject, "The Hardware Industry."

From the Hardware Reporter, Nov. 1, 1912.

Hardware Conventions at Atlantic City

Absence of Representatives of National Retail Hardware Association Causes Much Discussion--Retailers Contend that Mail Order Houses are Given Lower Prices and Insist on Fair Competition--U.S. Consul Advises U.S. Manufacturers to Sell Through Canadian Mail Order Houses.

The twenty-third convention of the American Hardware Manufacturers' Association and the eighteenth gathering of the National Wholesale Hardware Association were held at Atlantic City, N.J., October 23 to 25, the week following the Canadian Wholesale Hardware Association convention at Montreal, and a fair representation of Canadians registered at Atlantic City as visitors, these including:—

W. J. Lawson (and Mrs. Lawson), president Canadian Wholesale Hardware Association, Toronto.

James Hardy, secretary Canadian Wholesale Hardware Association, Toronto.

S. H. Alexander, Wood, Vallance & Co., Hamilton.

Fred C. Lariviere and A. S. Daly, of Lariviere, Incorporated, Montreal.

Weston Wrigley (and Mrs. Wrigley), Canadian Hardware, Stove and Paint Journal, Toronto.

J. G. Lorrinan, Hardware and Metal, Toronto.

Entertained at Philadelphia.

A large number of the delegates and visitors to the convention arranged to spend Tuesday, October 22, in Philadelphia, where they were entertained by the "Philadelphia-Made Hardware Big Five," including Henry Disston & Sons, North Bros., Miller Lock Co., Fayette R. Plumb, and the Enterprise Manufacturing Co. An auto drive out to the Navy Yards and through the city out to the Huntington Country Club, where the party were entertained at luncheon, provided a splendid day's enjoyment.

At Atlantic City the jobbers made their headquarters in the Hotel Dennis while the manufacturers selected the Shelburne Hotel, each association holding separate meetings with the exception of a joint meeting on Wednesday morning.

Retailers Decline Invitation.

At this opening meeting a sensation was caused by the announcement that the National Retail Hardware Association would not be represented as in former years. At their convention in Detroit last June the Retail Association had given consideration to the report of the Trade Relations Committee (re-printed in August number of Canadian Hardware, Stove and Paint Journal) dealing with the sale of goods to mail order houses at prices lower than retailers can buy from wholesale houses. It was then recommended that a joint committee representing the hardware manufacturers, wholesalers and retailers deal with this unfair condition to the retailer. And following out this idea the wholesalers and manufacturers in their programmes for the Atlantic City meetings had provided time in both Wednesday morning and afternoon sessions for discussion with the Retail Association representatives. President Abbott, of the Retail Hardware Association, was not satisfied, however, and declined to attend, intimating that better results could be obtained at a joint committee meeting at the Atlantic City conventions.

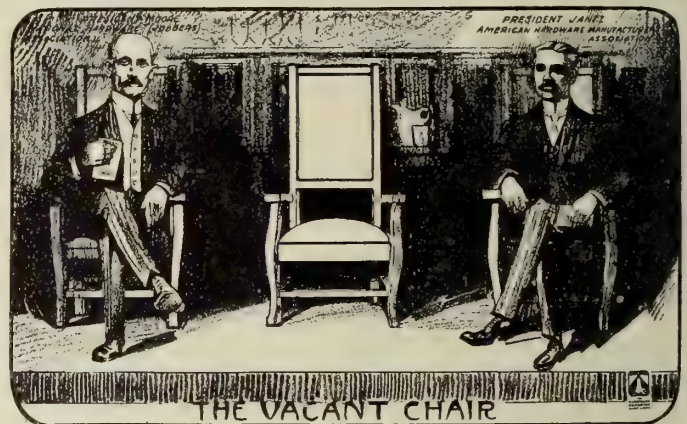
Retailers Complain of Discrimination.

The correspondence between President Abbott of the National Retail Hardware Association, and Secre-

tary Fernley of the National Hardware Association, is reproduced in part below:—

Marshalltown, Iowa, Oct. 14.

Dear Mr. Fernley,—I have gone over the question carefully and believe it best for me not to attend convention. Not in the spirit of resentment or stubbornness, but purely from the standpoint of good business judgment. I don't believe I will be in the right place as a hardware merchant. Why? **Will some of the manufacturers tell me why the retailer cannot buy his goods at such a price as will allow him to compete with mail-order competition?** Will a few of the jobbers tell me why when one hears of a certain line of goods that



How the Hardware Reporter illustrated the absence of the Retailers' President at the Atlantic City Convention.

the retailer is buying right and buying direct that the jobber at once uses his influence to stop it?

Will any of you gentlemen be able to explain the vital question; the future of the hardware merchant?

The manufacturer and jobber both know this fact that less than 10 per cent. of these merchants are running their business on paying basis.

I thank you very much for the invitation and hope that the manufacturers and jobbers will get together on broad lines for the protection of the retail trade. In this way no favor but prices on an equality with the fellow who sells direct.

L. C. ABBOTT.

Philadelphia, October 16, 1912.

My Dear Mr. Abbott,—I was very much surprised to note that you did not deem it wise to attend our convention.

We have arranged to give one entire day to a discussion of subjects which shall be of interest to the retail merchant, particularly endeavoring to solve the problem wherein the help of manufacturer and jobber is needed.

I simply cannot understand what better place there would be for President of the National Retail Association than that we have arranged for him to occupy.

The National Hardware Association for years has been insisting that the retail merchant should get a

price which will place him in a position to meet all competition.

I, as representing the National Hardware Association, have never attempted to prevent the retailer from buying goods. I cannot be responsible for individual action of the various members of the association.

Our programme is in print and all our arrangements made based on the fact that you would look with pleasure on a meeting which would have for its effort the free, unbiased interchange of views in which the retailer, manufacturer and jobber should have an equal opportunity of expressing candid and sincere opinions.

T. JAMES FERNLEY.

Marshalltown, Oct. 18.

Dear Mr. Fernley,—Your favor of the 16th received. Glad to hear from you. The very point that I believe is right you mention in the next to the last clause of

Another big Mail Order House may be established in Western Canada. Following Mr. Wrigley's protest against Consul-General Jones' advocacy of selling through mail order houses in Canada, a prominent U.S. hardware manufacturer, with a branch in Canada, said:

"Your protest was very timely. Don't quote me, but I understand that certain interests friendly to Mr. Jones, are planning to establish at Winnipeg, a mail order house similar to that of Montgomery, Ward & Co., Chicago.

your letter. That you cannot be responsible for individual action with the various members. I know this very well. This is why I think that the action that is necessary for the retail dealers to take just now is with the individual members rather than the association, as a body. That is why I don't think we are ready to bring before your association some delicate trade conditions which exist. If we find that certain dealers are attempting to hold departments of trade, selling the retailer and catalogue house, isn't it best to take the question directly to the heads of these firms and see if we cannot have it settled on business basis?

The aim of our association has always been to avoid dictating or attempting to coerce any manufacturer or jobber. This we will not do nor are we allowed to do but we have a right to ask the manufacturer to place the retail merchant on the same plane with his competitor so he may sell his goods at a price that will bring a fair margin of profit.

These questions have been before our association for years. We have met with your people at your annual conventions and nothing has ever developed that improved said conditions. My idea is to try and take it up in the proper channel, directly to the head of the firm on which these accusations have been made.

Suppose we look ahead a few years. Pick up the Hardware Bulletin, October issue. There are between 45 and 50 hardware stocks for sale. Go back to the June or July Bulletin where there was an advertisement of a party wishing to purchase a hardware stock and there were 171 replies of dealers in the smaller towns who wanted to sell. These are the conditions that are confronting the small retail merchant to-day. Seventy-five per cent. of our membership is composed of the smaller dealers in the trade. Now, unless they

can be protected against ruinous competition matters will get worse year by year. Conditions in the east are entirely different from those in the west. The eastern people are right at the back doors of the factories, and in most cases well taken care of, but in the west the jobber is an absolute necessity in the distribution of hardware.

Now I may be wrong in my position but cannot see what benefit a general conference would be when these conditions exist.

L. C. ABBOTT.

Philadelphia, Oct. 16.

Dear Mr. Abbott,—Have arranged for a conference all day Wednesday between retailers, manufacturers and jobbers. Sincerely hope that you will be present without fail. This is in line with suggestion from you. Hope to get actual business results. Bring as many of your officials as possible.

T. JAMES FERNLEY.

Marshalltown, Oct. 17.

Dear Mr. Fernley,—I have your telegram of the 16th and have gone over this proposition very carefully. We have had a number of conferences, and while I am taking more or less of this responsibility on my own shoulders, I will say that I believe that there are a number of problems that we must investigate a little bit farther before we go to the manufacturers and jobbers with our complaints. Individual complaints are not to be considered. But what we are taking up is the great question of price and distribution. The retailer is being discriminated against by certain manufacturers and jobbers in the way of price, and the catalogue and installment house are receiving benefit of this reduction, and the poor retailer is paying tribute in many cases to the privilege of living.

You may think these remarks are strange, and there are many things I might tell you personally that I don't care to commit myself by putting on paper.

My personal complaints I solve myself. But I know, and so do you, that the life of this great western country depends entirely on the small town's prosperity, and when these discriminations exist and we attempt in a general way in large conventions to pat the other

A newspaper should print all important news, even if, by so doing, it is necessary to mention a competitors name. The public protest against Consul-General Jones' advocacy of mail order houses was of interest to the hardware trade throughout Canada.

fellow on the back without digging into causes, we are not progressing.

The number of comparisons that I have sent you this summer shows you exactly some of the conditions, and these are far from being important ones.

I wish your convention and that of the manufacturers great success. I know it will be in attendance, and on general trade problems, but are you going to take up among yourselves the great question pertaining to the welfare of the dealers who buy your goods? There isn't any spirit of unfairness in this letter. We are not going to you people for better prices. We must all live, and no successful merchant can live without profit whether he is producer or distributor. We ask you jobbers to get next to the manufacturer the same as

we are doing, and say to them: "Gentlemen, if you are going to seel the installment and mail order houses, in the name of justice be fair with your prices and see that these people enter the field on the same basis you accord local dealer."

I have no objection to your presenting this letter to your convention.

L. C. ABBOTT.

Retailers Absence Regretted.

At the opening session President Moore, of the jobbers, said:—

"We are disappointed in not having with us representatives of the National Retail Hardware Association. They have been attending our conventions regularly for a number of years, and we confidently expected that they would be with us now.

"Through our secretary we extended them courteous invitations, and when recently they first signified

"There has not been a period for years when the future looked so bright, promising a continued increase of business. We are to be congratulated on this condition, particularly in view of the fact that we are in the midst of a political campaign, which is developing a marked difference of opinion on the part of our people as to the result.

"There has not been a period for years when the future looked so bright, promising a continued increase of business. We are to be congratulated on this condition, particularly in view of the fact that we are in the midst of a political campaign, which is developing a marked difference of opinion on the part of our people as to the result.

"It is the consensus of opinion of those who have given the situation most careful thought, that our country's prosperity will continue regardless of the outcome. What ever is done the business interests of the country will have due consideration and only such



FRED C. LARIVIÈRE
Montreal Retail Association



WESTON WRIGLEY
Ontario Retail Hardware Association



S. H. ALEXANDER
Canadian Wholesale Hardware Ass'n

Who, with W. J. Lawson and James Hardy, represented Canada at the Atlantic City Convention.

their intention not to be present, our secretary wrote Mr. Abbott, president of the National Retail Hardware Association, that in accordance with their Detroit resolution, requesting a joint conference with the manufacturers and jobbers, we had provided in our programme for this feature, giving them the time and opportunity, and we expected at this joint session that Mr. Abbott would preside and direct affairs."

Prosperous Business Conditions.

Continuing, Mr. Moore said: "When we met here in 1903, the country was at that time in the midst of a period of depression. Prices were low and we feared they would go still lower. Labor disturbances were prevalent. Manufacturers were greatly annoyed, for the future appeared dark and threatening. To-day how different! Optimism on every hand. It seems we are already fully entered into a period of prosperity.

"A beneficent Providence has blessed us with abundant crops, goods on the merchant's shelves are advancing, the manufacturers have their order books well filled with orders for months to come, the railroads have freight to haul up to their utmost capacity, and it even appears they will have a demand for more cars than they can find.

changes, if any, will be made as those in control of the government feel quite sure will be beneficial.

"Uncle Sam has a large amount of cash available in case of an emergency, but the banks are not seeking these deposits, since the money is not needed for legitimate purposes, feeling that such deposits would tend to encourage speculation. **We trust manufacturers will exert their influence to prevent a runaway market, which might cut short the period of prosperity, but see that prices are only advanced legitimately and thus prolong the good trade which we see at hand.**"

Great Scarcity of Goods.

G. H. Jantz, president of the American Hardware Manufacturers' Association, extended a welcome in behalf of the Manufacturers' Association. He commented on the fact that while there were representatives of both manufacturers and jobbers present, there was lacking one link in the chain of hardware odd-fellowship—the retailer. Working together, these three interests would obtain results which any one alone could not hope to attain.

Canadians Extend Invitation.

W. J. Lawson, president of the Canadian Wholesale Hardware Association, was introduced, and spoke op-

timistically of business conditions in the Dominion.

James Hardy, secretary-treasurer of the Canadian Wholesale Hardware Association, extended an invitation to delegates to visit various Canadian cities, Toronto, Hamilton, Ottawa, Montreal and Quebec on their way to next year's convention, he promising them an enjoyable time. He also presented some interesting statistics regarding Canada, its growth, value of manufactured products, exports and imports. "Canadians last year imported goods to the value of \$368,145,107 from United States manufacturers, while we sold goods worth \$120,000,000 to you. During the same time we sold \$151,000,000 worth to Great Britain. We can't afford to throw over Great Britain," said Mr. Hardy, in conclusion, "but it will be alright if you take your duty off while we keep ours on."

Weston Wrigley, secretary of the Ontario Retail Hardware and Stove Dealers' Association, was also called upon, and gave some statistics regarding the growth of Western Canada, 80,000 citizens of the United States having settled in Canada during the five months April to August inclusive.

"A couple of decades ago the movement of population was from Canada to the States, but Canada is now coming into its own and the returning Canadians are bringing back tens of thousands of good Americans with goods and bank accounts worth many millions of dollars," he added.

The Jobber's Service to Trade.

Secretary Fernley, of the Wholesale Association, in his report said:—

"Trade is generally improving, there is now an opportunity of getting a profit based on present market prices so that they will be better able to stand the losses through decline in prices which take place with just as much regularity as do the advances in prices.

"Our contract with the retail trade, both direct and through the excellent organization of retailers which has been built up by the leading men in the trade, has been of a very interesting character, and while there have been discussions as to the proper channels of distribution we feel that the majority of retailers to-day, through an unbiased view and calm consideration of the subject, agree that their interests are better served by securing their supplies through the jobber in such quantities and at such times as it best pleases them, than if they were to establish direct factory connections on the thousand and one items which go to make up the wholesale hardware business.

"Such direct factory connections would be in the opinion of many who have given careful study to the situation involve not an economic saving, but a waste of time and money and resources which would be so great that there would be only the rankest extravagance involved in the experiment. **The service rendered by the modern hardware jobber with his stocks located at convenient points throughout the country, with his distribution of expense over thousands of items instead of being centered on one item, and his organization and shipping facilities, all go toward perpetuating the jobber or some distributor conducting a like business who will serve to distribute in proper quantities, and at the lowest possible price consistent with the conduct of the business.**

"We have transmitted to the members during the year photographic copies of catalogue pages of mail order and catalogue houses on which are quoted prices lower than those which can profitably be met by the wholesale and retail trade of the country."

Remarkable Address on "Canada."

A most interesting address was delivered before the manufacturers on Thursday afternoon by Hon. J. E. Jones, United States Consul at Winnipeg, who, after referring to the assistance consular agents can be to manufacturers desiring to develop an export trade, went on to describe the wonderful possibilities for American trade in Western Canada.

"The Consular district over which I exercise jurisdiction," said Mr. Jones, "comprises a portion of the Province of Ontario, all of that territory from Fort William, Ontario, on the east to the Rocky Mountains on the west, and within this territory it is estimated that there is a population of over two millions, the Dominion Immigration Officer at Winnipeg assuring me that there are upwards of a million Americans in Manitoba, Saskatchewan and Alberta.

"There is an aggregate of 500,000,000 acres of land in the prairie provinces of Manitoba, Saskatchewan and Alberta, and the last available statistics show but 16,000,000 acres under cultivation. It is estimated that this represents less than one-eighth of the cultivable area. In the year 1900 only 3,491,413 acres were under cultivation, while this year the estimated area in crop is 16,000,000. This gives you a faint idea of the wonderful progress that Western Canada is making, and this ratio of increase will become larger each year.

"In the year 1901 there were 63,311,632 bushels of wheat; last year, 194,183,000 bushels; 1901, oats 38,909,654 bushels; last year 212,819,000; 1901, barley 7,331,225 bushels; last year 24,043,000; 1901, flax 266,420 bushels; last year 5,126,000. The average yield per acre was 26 bushels of wheat, 47 bushels of oats, and 31 bushels of barley.

"Into this new country American farmers have brought hundreds of millions of dollars in cash, as well as an experience in agricultural pursuits, which is world-famous.

"I have often been asked the reason for this influx of Americans into Western Canada. It is the cheap land coupled with the abundant crops.

"This question of immigration is interesting to you as business men, because this large number of Americans is really the vanguard of American trade. They come to a country whose language is the same, and where conditions are in many ways similar to those in the United States. They find that New York rather than London sets the styles, and the things they have been used to at home are required in Canada. Being familiar with American products, aside from the sentiment of the case, they naturally turn to American-made articles, and by their practical demonstration influence in a large measure the farmers from other lands.

"There are available at the present time nearly a quarter of a million homesteads in Western Canada. Each has an area of 160 acres, and in certain sections a man may pre-empt an additional 160 acres by paying the Government \$3.00 per acre for it, payments extending over a period of ten years.

Annual Purchasing Power of \$300,000,000.

"In 1901 the total immigration from all countries into Canada aggregated 49,149, while from statistics prepared by the Department of Immigration, based upon actual arrivals and those intending to come within the next two months, the immigration into Western Canada this year will reach 325,000.

"The demands of the people are great, and will increase for many years. The emigrants who come to

Canada travel light, and they must begin immediately to buy the necessities of life. Labor-saving devices are in greater demand perhaps than in any other market, due primarily to the scarcity of labor. The people are looking for the best, and they are able to pay for it.

"Our trade with Western Canada is increasing by leaps and bounds, and when you consider for a moment that 155,000 American citizens will go to Canada this year, taking with them an estimated capital of nearly two hundred millions of dollars, you can understand the importance of considering this market before any other foreign outlet.

"Winnipeg is the distributing point for the prairie provinces, and last year won distinction for herself as the largest grain center in North America. During the year Winnipeg handled 101,326,250 bushels of wheat, with Minneapolis second with 96,647,850 bushels, and Chicago third totalling 42,629,721 bushels. Winnipeg has grown from a frontier village of 215 people in 1877 to a metropolis of 200,000 in these thirty-five years.

"Last year Winnipeg put \$17,550,000 into new buildings, and already the total building permits issued for the first nine months of this year has gone over eighteen millions. The city is developing rapidly as a manufacturing center; its manufactured output having increased over 400 per cent. in ten years.

"Perhaps you can get from this word-picture the possibilities of Western Canada from the manufacturer's point of view, for I am going to give you the number of cars of supplies which came into Winnipeg during the year 1911. Understand this only applies to Winnipeg, for there are other customs houses to the west which receive large consignments from the United States and other countries. But these figures have been carefully compiled from the records of the railways, and it is estimated that about 80 per cent. of the whole came from the United States:

	Carloads.
Agricultural implements	2,120
Wire nails and fencing	1,539
Furniture	1,090
Cement	1,180
Hardware	1,042
Sugar	972
Paper	868
Machinery	765
Iron pipe	682
Canned goods	565
Stoves and ranges	560
Sewer-pipes, window glass and automobiles and carriages, over	400

"It is estimated that Western Canada has an annual purchasing power from manufacturers of over three hundred million dollars. Winnipeg alone has an annual trade turnover of \$140,000,000, to which may be added the output of over three hundred factories amounting last year to \$36,000,000.

"During the customs' fiscal year ended March 31st last, Canada imported from the United States more than a million dollars every day of the year including Sunday. To be exact, \$365,354,378, or three times the amount of importation from Great Britain, which only totalled \$116,907,022.

"I know that figures and statistics generally furnish dry information, but it is the only way that I can impress upon you the importance, from the viewpoint of

a business man, what the conditions are, and what its possibilities promise."

Urges Trade With Mail Order Houses.

Having pointed out that Western Canada offers the best market in the world to-day for American made goods on account of the nearness of the market, the already created demand for advertised brands of goods, coupled with the fact that the same language is spoken and the same catalogues will do for Canada as the United States, Mr. Jones went on to suggest what, in his opinion, is the best method of getting the business.

"Given a concentrated population in a country that has been settled for some years I believe the jobber finds his real sphere, but in Western Canada, as in all new countries, the closer the producer gets to the consumer the better will be the results," said Mr. Jones, instancing competition to be met from Great Britain and Germany. "There are many American manufacturers who refuse to sell to catalogue houses in Canada, but this is a mistake," continued Mr. Jones, telling of how the mail order houses send their catalogues into every corner of this new country.

Mr. Jones' Argument Combated.

After Mr. Jones had concluded, Weston Wrigley, manager of the Canadian Hardware, Stove and Paint Journal, requested permission to speak. Mr. Wrigley thanked Mr. Jones for his most able exposition of the wonderful possibilities of Western Canada's development, but expressed his disagreement with Mr. Jones suggestion that while it was a good policy for United States manufacturers to sell through jobbers and retailers in their own country, that Canadian wholesalers and retailers should be passed over and their goods marketed through Canadian mail order houses.

"The same policy described by your President, Mr. Jantz, as the three links of hardware oddfellowship, applies in Canada as in the United States," said Mr. Wrigley. "Conditions are very similar and fraternal relations are maintained between the Wholesale and Retail Hardware Associations in Canada and the United States. To adopt the policy of selling through catalogue houses in Canada would be in opposition to the interests of jobbers and retailers in the United States as well as to those in Canada. The Canadian trade deserves protection as well as the wholesalers and retailers in the States, more particularly because of the thorough service given by Canadian jobbers, especially in Western Canada, there being five large wholesale hardware houses in Winnipeg alone, their travelling representatives visiting every nook and corner in Western Canada.

"Many American hardware manufacturers," continued Mr. Wrigley, "have developed such a large trade in Canada that they have established branch factories there, some of the most important being Henry Disston & Sons, E. C. Atkins & Co., Stanley Rule & Level Co., Lufkin Rule Co., Oneida Community, Yale & Towne, Gillette Safety Razor Co., Whitman & Barnes, and others. Those who deserve to secure an increased share of the trade resulting from the development of Canada's west should advertise their goods in Canada as well as in the United States trade papers.

"There are two hardware trade papers in Canada," concluded Mr. Wrigley. "One is Hardware and Metal, published weekly, and the other is Canadian Hardware, Stove and Paint Journal, published monthly. Include both in your advertising appropriation if possible. But in any case use one of them."

Hardwaremen Will Head for Hamilton

Executives of Retailers and Manufacturers meet at Hamilton on Nov. 4 and draw up Attractive Program for Convention and Exhibition—Decide to Invite Jobbers to a Joint Conference.

A sub-committee of the Executive of the Ontario Retail Hardware and Stove Dealers' Association met at Hamilton on Monday, Nov. 4, to confer with the directors of the Canadian Hardware Manufacturers' Exhibition Association and arrange plans for the Eighth Annual Convention and Exhibition to be held in Hamilton, Feb. 17 to 21, 1913.

President Mado'e, D. A. Macnab, F. W. Otton, John Caslor and Secretary Wrigley represented the retailers and held morning and afternoon sessions, later holding a joint meeting with the manufacturers, who were represented by President A. A. Bittues, Gillette Safety Razor Company, Montreal; M. R. Griffiths, Canadian H. W. Johns-Manville Co., Toronto; Charles R. Stewart, James Stewart Mfg. Co., Woodstock; Adam Taylor, Taylor-Forbes Co., Guelph; J. W. Moncur, Ontario Lantern and Lamp Co., Hamilton; J. A. Hossack, Lufkin Rule Co., Windsor, and F. M. Tobin, Tobin Arms Manufacturing Co., Woodstock. A. M. Hunt, Secretary of the Western Fair Association, London, was also present, he having been engaged to act as manager of the Exhibition, having acted in a similar capacity when the Retail Association held its convention at London in 1910.

To Appoint Advisory Committee.

The retailers, at their meeting, approved of a plan suggested by the Secretary to transfer the active management of the association to an advisory committee of three members of the Executive Committee, the President and two others, one of whom shall act as Secretary of the Advisory Committee and deal with trade grievances, matters of legislation, etc.

In the past the Executive Committee have met two or three times each year and travelling expenses have been very heavy, even though meetings were usually held on holidays when single fare rates were available. By the new plan the Executive will probably meet only once each year, the work, in the meantime, being conducted by the Advisory Committee.

Not only will the new management save expense, but it is expected to enable the officers to do better work, a small committee of three practical retailers being able to devote their energies to retail problems, they being backed up by the general Executive as at present organized.

Getting Down to Brass Tacks.

In arranging plans for the convention program it was decided to invite President Abbott, of the National Retail Hardware Association of the United States, to attend the Hamilton convention and give a talk outlining the work the United States Associations have been doing to combat the growth of mail order competition and also to explain the probable effect of the new parcel post law on the hardware retailers in the smaller towns in the States.

A critical situation is developing in the United States owing to some manufacturers of hardware selling to mail order houses at prices lower than retail merchants can buy at, and it is desired that Ontario hardwaremen be given an opportunity of getting first-hand in-

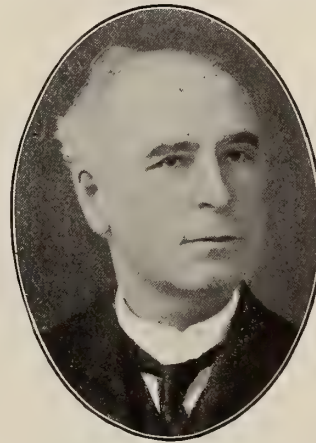
formation regarding the problems confronting the retail hardwaremen across the line.

Jobbers Invited to Conference.

The retailers also decided to invite the members of the Canadian Wholesale Hardware Association to send representatives to a joint conference to be held on Thursday, February 20, which representatives of the hardware manufacturers will also attend, the aim of the joint meeting being to discuss plans for the betterment of the conditions of marketing of hardware in Canada, and to arrange for united opposition to injurious legislation or other matters detrimental to the retail hardware trade, the interests of the jobbers and manufacturers being bound up with those of the retailers.

To Encourage Convention Attendance.

It was decided to request the manufacturers to discontinue the distribution of souvenirs at the hardware exhibition and to suggest instead the donation by each



M. S. MADOLE, Napanee
President of the Retailers



F. M. TOBIN
Secretary of Exhibitors

manufacturer of some article manufactured by them to a prize drawing to be held during the convention, every retail member in good standing and in attendance at the convention before Tuesday night or Wednesday noon being given a coupon to participate in the distribution of the prizes, only one prize to be allotted to any one retail firm.

Another suggestion adopted was that a coupon ticket be given to each member when registering, coupons being attached for admittance to each meeting during the convention, these coupons to be numbered and on entering the hall the coupon for that particular meeting is to be detached and deposited in a box. This box is to be at the door until the President calls the meeting to order, then it will be removed to the President's desk and just prior to adjournment a coupon will be drawn and the holder of the corresponding number will be given a cash prize, providing he is present. If he has left the meeting another coupon will be drawn and the prize awarded to some one present.

Other plans discussed were left over for consideration at a full meeting of the Executive, the Secretary in the meantime to correspond with the retail hard-

waremen throughout the Province, announcing the arrangements being made for the Hamilton convention.

Joint Meeting With Manufacturers.

At three o'clock retailers and manufacturers assembled under the chairmanship of Mr. Madole.

A badge prepared by the Manufacturers' Association was submitted to the retailers and approved by them. The badge consists of a ribbon holder bearing a miniature map of Canada and the name of the Manufacturers' Association, to this being attached a bar containing the name of the retail association with the date and place of meeting. Under this are suspended ribbons indicating by their color whether the wearer is a manufacturer, retailer or guest, the name of the wearer being printed on the ribbon.

The badge is so prepared that it can be used, by merely changing the bar, in any other province where a convention is held in connection with exhibition. The manufacturers have already been invited to hold exhibitions in Halifax and Montreal, the suggestions being that another excursion be run from Ontario to Montréal next June. If an exhibition is not arranged at Halifax at that time an excursion might also be run to Montreal from the Maritime Provinces. Later, it is planned to hold exhibitions at different points in the west in co-operation with local organizations. Regina and Edmonton, where J. Walton Peart and R. C. Chown, former Ontario association officer, are now located, are suggested as probable exhibition centers, although invitations may also be received from Winnipeg, Calgary and Vancouver.

The badges are intended to be permanent and members of the Retail Association will be expected to retain them for use in future years, when different colors of ribbons will be used.

Retailers to be Entertained.

The Entertainment Committee of the Manufacturers announced that they would like to entertain the retailers on Monday, Wednesday and Thursday evenings, but as the retailers desired to hold meetings on Tuesday and Wednesday evenings, the program for Wednesday evening was postponed for further considerations.

On Monday evening an "At Home" will be held at the Royal Hotel, to entertain and welcome visiting hardwaremen, and on Thursday evening a monster banquet will be held in the rink, no dining room having been found large enough to accommodate the large number of retailers, wholesalers and manufacturers expected to attend.

In addition to these two features definitely decided upon, other items of entertainment will be arranged later, the intention being to make the 1913 convention and exhibition mark the beginning of a new era in trade organization work in Ontario.

Will be a Big Exhibition.

Plans are well advanced for the 1913 Exhibition, the 13th Regiment Armories having been laid out into 102 booths, averaging 8x10 feet in size. These booths will be sold to manufacturers holding membership in the Canadian Hardware Manufacturers' Exhibition Association, the annual membership fee being \$5. Applications for booths will be received up to December 15 when a drawing for position will be held. Prices of booths will be \$45 and upward, this including all charges for carpenter work, signs, lighting, decoration, heating, etc. Booths will be uniformly constructed and if any space is left after members' applications have been filled, applications from outside firms will be solicited.

The Program Outlined.

All exhibitors are to have their displays in place by Monday noon and the exhibition hall is to be opened to the citizens of Hamilton Monday afternoon and evening.

Monday, 9.30 p.m., manufacturers "At Home" to retailers, smoker and entertainment, Royal Hotel banquet hall.

Tuesday—

9.00 a.m.—Convention, opening ceremonies, address of welcome, etc.

10.00 a.m.—Retail convention goes into executive session.

10.30 a.m.—Manufacturers' Association meeting.

2.00 p.m.—Joint meeting of both associations.

3.30 p.m.—Exhibition open to retailers.

7.30 p.m.—Exhibition open to public.

8.00 p.m.—Question Box discussion.

Wednesday—

9.00 a.m.—Committee meetings.

9.30 a.m.—Exhibition open to retailers.

2.00 p.m.—Exhibition open to retailers.

7.30 p.m.—Retail Convention and Question Box discussion.

7.30 p.m.—Exhibition open to public.

Thursday—

9.00 a.m.—Retail Convention, election of officers, etc.

10.00 a.m.—Exhibition open to public.

2.00 p.m.—Exhibition open to retailers.

4.00 p.m.—Joint conference of Retailers, Jobbers and Manufacturers.

7.30 p.m.—Exhibition open to public.

7.30 p.m.—Manufacturers' banquet to Retailers and Jobbers.

Friday—

9.00 a.m.—Meeting of Retail Executive Committee.

9.00 a.m.—Exhibition hall open to retailers.

12.00 noon—Adjournment.

On Friday there is also under consideration the holding of an excursion to Niagara Falls to allow visiting retailers the opportunity of viewing the ice bridge under the falls. If a sufficient number signify their desire to make this trip a low rate can be obtained. Oneida Community, Limited, who have a plant at Niagara Falls, Ont.; the Carborundum Company, located at Niagara Falls, N.Y., and Canadian Yale & Towne, whose new Canadian factory is located at St. Catharines, have asked for information as to how many would be likely to visit the Falls after the convention.

ONE WAY OF MAKING TINSHOP PAY.

M. Weichel & Sons, Elmira, recently sold the coal, furnace and tinshop branches of their business and report that by concentrating all their efforts upon hardware, stoves and kindred lines the total of their sales is running just as much as it was with the departments mentioned included a year ago.

Tin shop business is still looked after in the rear of their store but their tinsmith conducts the business himself and assumes all the worry incidental to securing employees, furnace contracts and carrying out necessary work.

M. Weichel & Sons accept orders for tinsmithing, etc., and also accept any furnace contracts which come their way, getting a commission of 15 per cent. on business they turn over to the tinshop. In this way they have solved the problem of how to make the tinshop pay.

Window and Newspaper Advertising

Cutlery in the Show Window

By C. H. Smith, Ashdown Hardware Co., Calgary.

In almost any hardware store you enter now, you will notice a fine large stock of cutlery, cut glass, silverware, brass goods, etc., displayed in large silent salesmen and fine glass wall cases. But how often do you see a window display of these lines?

In most stores, a good display is made at Christmas, and then the cutlery window is probably forgotten until the next Christmas. But, Mr. Hardwareman, this should not be so, as you know that the cutlery sales pay the best profits of any line you have in your store.

Displays of cutlery should be made at least once a month and oftener if at all possible. The writer makes it a point to make a good display of cutlery, cut glass, etc., every month, and finds it is one of the best paying displays he can make. The interior of the store should not be neglected either, and the cutlery stock should be well taken care of and the showcases changed often.

Through his show windows the hardwareman has a great opportunity to advertise his stock to the best advantage, and also with economy. In most cases it will be found better than newspaper advertising, and certainly costs much less. You must also remember

that your windows are on the job for three hundred and sixty-five days in the year, and nights also. They should be well lighted at night, as that is the time when a great many people are out for a quiet walk, and have more time to notice what is being shown in the store windows than in the hustle of the day when everyone is busy.

Now, remember when making a display, do not go at it in a half-hearted way, but put your whole energy into it.

Give it some thought beforehand, and have your idea well worked out beforehand. It also helps considerable to make a rough sketch and work from that. It is possible to make displays with very little expense, but is better business policy to spend a reasonable amount on each display. This money should not be looked on as an expense but as an investment, as it will be amply repaid from your display.

Now, there isn't any line handled in the hardware store of which better displays can be made than of cutlery. It is so clean and attractive, that when well shown it stops almost every passerby, especially the ladies, and we all know that the ladies' trade is well worth catering to.

It is possible to make a good showing without using a great deal of stock. The manufacturers are only too glad to supply the merchant with attractive show



A striking display of cutlery, silverware and cut glass in the window of the Ashdown Hardware Co., Calgary. The window was dressed by C. H. Smith.

cards, etc., and these can be used by the trimmer to great advantage.

The first thing to do in making your display is to arrange your background. This is most important as it is the first thing to attract the attention of the passerby. Considerable time and thought should be spent on this, as it is the main part of your display.

With a great many window trimmers the background is the main trouble, as all windows do not have a solid back. This can be overcome by the use of wallboard, which can be gotten in sheets of various sizes and can be used either in one large sheet or cut into circles, stars, etc., and hung at the back of your window. These circles, etc., can be covered with colored crepe paper or sateen and are splendid for showing cutlery as well as other goods. The cutlery is easily fastened to them with fine wire which is not visible from the outside.

Now, if you are fortunate enough to have a solid back to your window, you can certainly work to much better advantage. You can cut this wallboard into panels to cover your entire back. Then cover these panels with colored sateen and you have a false back for your window which cannot be beaten. Trim your panels in the store beforehand, fastening the cutlery



An interesting display of Christmas goods in the store of H. H. Otton & Son Barrie. Note the clever arrangement of Santa Claus and Deer.

on with fine wire, and when ready to make your display you can simply place them in the window and your background is complete.

Another good way to make a background is to use just one large sheet of wallboard. Cut this sheet so that when it is placed on the back there will be a space of about a foot or foot and a half left vacant around the edges. Now take this centerpiece and cover it with some bright colored goods, green or red preferred. Then work out some design on this with your cutlery, fastening the goods on with fine wire. Use some other color of goods to cover the balance of your background around this panel. In this space hang scissors or any other pieces of cutlery which are easily

placed. This is also a splendid place to use any show-cards which you want to use in your display. A good idea is to drape this space with various sizes of brass jack chains. Then in the loops made in this way hang the scissors or other articles. The brass chain blends nicely with the rest of the display and helps to make the goods stand out.

After you have the background complete it is time to start work on the bottom or floor of the window. A raised step should be made across the back, about a foot or foot and a half high. If the window is extra deep it is best to use two steps and not have them quite so high. Then cover the entire bottom and steps with bright sateen, the same as used on the background or with a color that will blend with that used on the background. Now you can place your larger pieces of cutlery on the steps.

It is best to have the larger goods, such as case cutlery or cut glass vases, at the back. From this work down towards the front where you place smaller articles.

Pedestals and stands can also be used to good advantage in cutlery displays. They are excellent to stand some large piece of cut glass or case cutlery on.

Considerable care should be taken in the placing of your goods in the window. Very often, perhaps, just one article is out of place and this seems to spoil the effect of the whole display.

Now, Mr. Dealer, get busy in your cutlery department and see if a change cannot be made for the better. Have your window trimmer start at once on a cutlery display, and see that he doesn't stop with one display but makes them as often as possible.

Try to make your store the headquarters for cutlery, which will be very simple if you only put a little ginger in the department and don't forget the profits it will pay you.

Get your staff together, talk cutlery to them, and have them push it all the time. You will soon find that with a little effort the cutlery sales will begin to increase and also you will notice that your profits are increasing.

Always try to keep cutlery to the front and show it every chance you get.

The writer always shows safety razors and shaving accessories in sporting goods windows and finds that it always pays.

In conclusion, the trimmer should always remember that "Goods well displayed are really half sold." Do not be discouraged if your display does not draw a crowd. It is not always the display which draws the largest crowd that sells the most goods.

It is a common mistake to judge a window by the crowd that stands in front of it. We all know that a freak of any kind in a window draws a crowd, but does not sell the goods. The window is like a good salesman—the more direct and simple the more goods it will sell.

Your displays should also appeal to the women in order to teach them that they can make their purchases in the hardware store as well as the men.

Always bear in mind that it takes a little more time and patience to produce a good display than it does for a poor one. But remember that it is the good displays which bring the results.

Attractive show-cards are desirable, but don't make them so pretty that people think they are pictures and forget what they say.

A STRIKING CLOCK WINDOW

Among your list of Christmas gift suggestions, do not fail to include alarm clocks. One of these makes a very acceptable, and yet inexpensive, present, and is always useful. Dollar watches are another item that should be pushed during the Christmas season. Every young lad's ambition is to some day own a watch, and at a certain stage in his life one that costs a dollar is just as much prized as a \$100 one.

That a good window display can be made from these goods is shown by the accompanying illustration. This window was recently put in by Stock & Bickle, Toronto. Much of this advertising was furnished by the manufacturers, who help the retailer by sending out these and by advertising in widely-read publications.

The results obtained from this were so good that during Thanksgiving week they put in practically the same display, and added a large pumpkin and one or two other articles to give the window a holiday appearance.

As will be seen, the first display was a plain one, while the second one had a few fancy touches. Comparing the results obtained from the two, Mr. Stock stated that the number of clocks sold as a result of the first display was much greater than that of the second. Asked as to the probable reason for this, he said he thought it was due to the fact that the presence of the pumpkin and other fancy features in the second window served to detract the attention of the public from the clocks.

There is a lesson to be learned from this. When an extremely fancy display is put in and novel features are added, people will stop, look long and say, "My! What an attractive window." The advertising value is eliminated, however, so far as the sale of goods is concerned, although you advertise that you have a nice store and can dress a window attractively. The purpose of advertising is to sell goods, and all schemes should be worked to this end. If you kill a man, you will get lots of advertising—columns and columns of it in all the newspapers—but this won't help you sell your goods. Also a man who is a "numbskull" or a "know-nothing" and he will not attract attention, but dress him up as a clown and let him act crazy, and everyone will be talking about him.

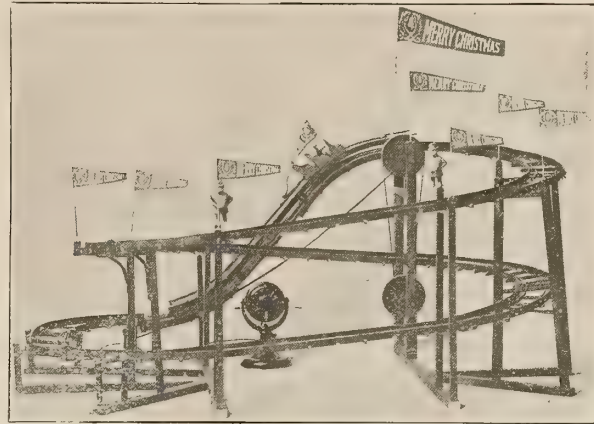
Such are the different forms of advertising, and it is up to the dealer to study conditions in his town and find out what methods are best suited for his trade.

SOMETHING FOR NOTHING.

A novel scheme to attract attention to a window display was recently worked by a large hardware store. The window was trimmed with tools, cutlery and other articles, but no special attention was paid to the neat-

ness of arrangement of the display. The list of articles in the window was large, and at the back a large sign was placed, offering to anyone who could pick out two articles exactly alike their choice of anything in the window.

To keep up the enthusiasm, the company threw in from time to time a couple of carpenters' pencils, rules,



A miniature scenic railway used in the window of A. H. Gingerich, hardware dealer, Woodstock, Ont. The "railway" was devised and built by Frank Jordan, one of the clerks.

knives or anything that was inexpensive. The result was that the space in front of the window was constantly crowded with people trying to win the free article

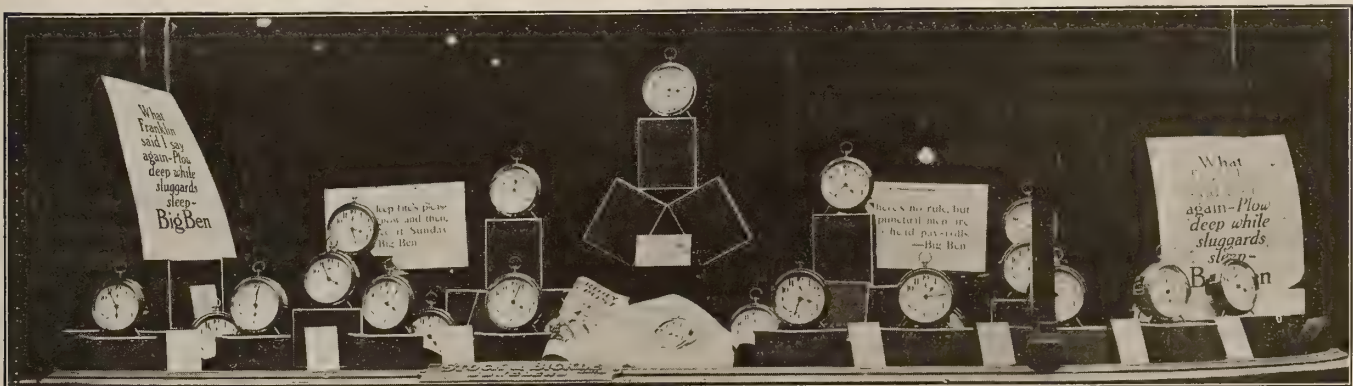
SUGGESTION FOR FALL WINDOW TRIMS.

By Chas. L. Philips

Autumn leaves, sprays and clusters; boughs and branches rich in autumnal coloring, autumn vines and fruits—and, in a word, whatever is impressively suggestive of fall—should be used in connection with our displays of fall goods.

Golden rod makes an excellent decorative feature—and one peculiarly appropriate for a fall trim. Golden rod grows in profusion in most sections of our country; so that the merchant in the smaller town or city ought not to have any difficulty in securing all of it he needs. The cost need not be much, for there are plenty of ambitious boys who will gladly undertake to supply him with all he may require. From the small boy's standpoint this is a very attractive job, this of supplying merchants with golden rod, for it happily combines business and play.

If one can not get genuine golden rod, he can buy artificial golden rod sprays that look very like the real thing—and the advantage about the artificial sort is that they can be used again next fall.



A display of "Big Ben" Clocks in Stock and Bickle's Store, Toronto. A good line for hardware stores, particularly during the holiday trade.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

Advertising Holiday Goods

By Frank G. Cramer

When and how to display and advertise holiday goods should be bothering every merchant now, because the amount of success he will enjoy depends largely on the early showing.

Thanksgiving Day should by all means be included in the holidays because at this time the housewife takes inventory of her dining room and kitchen necessities that the home-coming even may be the grand success that she longs for.

If she finds that there is not enough silverware to go around or decides to purchase a new chafing dish, percolator, baking dish or what not she should immediately think of your store, and will, if you have displayed or advertised the articles she needs, otherwise the chances are she will go to the department store.

Have the windows attractive, price everything, and a neat card could read:

**"TO HELP YOU MAKE THE HOME-COMING
EVENT A SUCCESS."**

Above all, have the store back up the displays. Set a table between cutlery department and door with chafing dishes, coffee machines, etc. Change this every day from one finish and design to another. Price everything.

A pair of carvers or a three-piece set offered at a

and the strong point, of course, should be the preparation of the feast. This could start:

"At this season of the year the thrifty housewife usually replenishes her stock of table cutlery. She knows how new, shining silverware adds to the beauty of a well-laid table and about preparing the feast. Have you suitable utensils that your work may be

CUTLERY IN CASES

Makes a Much Appreciated Gift

Christmas Present

We have a great and well-sustained reputation for cutlery and think it will be still further enhanced by this last shipment just unpacked. You'll find the most famous manufacturers in the world represented, and the assortment packed in exquisite leatherette cases, silk lined, will surely appeal to your good taste and make a gift that will long be prized by your friend. Here are some prices of exquisite

CUTLERY IN CASES

Tea Spoons—Silver plated $\frac{1}{2}$ doz. in case 2.50
Fruit Knives, pearl handles, $\frac{1}{2}$ doz. in case 4.00
Butter Spreaders, pearl handles, $\frac{1}{2}$ doz. in case 4.00
Dessert Knives and Forks—Ivory handled knives; silver plated forks, $\frac{1}{2}$ doz. of each in case 5.50 and 7.00
Table Knives and Forks—Ivory handled knives; silver plated forks; $\frac{1}{2}$ doz. of each in case 7.50 and 8.25
Dessert Knives and Forks, pearl handled, $\frac{1}{2}$ doz. of each in case 8.00
Dessert Knives and Forks, pearl handled, 1 doz. of each in case 15.00
(In oak cases, prices are 15.00 and 27.00).

CARVERS IN CASES

3 and 5 pieces, genuine stag horn and ivory handles.

FINE SELECTION OF TABLE KNIVES

Table and Dessert Knives—Ivory handles, best steel blades, per doz. from 3.00 to 7.50
Table and Dessert Knives—Ivory handles, plated blades, per doz. from 5.00 to 8.50
Ivory Handled Knives—Best Sheffield steel blades and plated steel blades, per case, from 3.00 to 22.00
Pearl Handled Knives—Finest steel plated blades, per doz. from 8.00 to 25.00
Silver Plated Flat Ware—in good variety. See our Window Display.

RICE LEWIS & SON LIMITED

Established 1847. Cor. King and Victoria Sts.

An artistic lay-out and newsy ad. Original was $4\frac{1}{2} \times 6\frac{1}{2}$, with blank margin each side.

plans you have doubtless made as to having the proper equipment. Dependence can be placed on our housefurnishing and cutlery departments for all the lighter and the dinner on the table at the appointed time?"

Or

"Does the near approach of Thanksgiving Day remind you of the need of a new carving set or table cutlery? Our special three-piece carving set with genuine stag handles and sterling trimmings can always be depended upon. In satin-lined boxes, \$3.50 fully warranted."

Or

"With Thanksgiving Day only ten days away it is time that you were commencing to carry out those

Nickle Plated Ware

It is surprising, no doubt, to you to know what a lot of useful articles can be purchased in this line for Holiday Gifts—OUR STOCK IS WELL SELECTED—we buy from the largest makers in New-York. We save you the MIDDLEMAN'S PROFIT.

Beautiful Tea Trays, Round, Oval and Square, prices run 25c, 35c, 45, 50c to 85c.

Crumb Trays and Brushes, 55c, 75c and \$1.00.

Tea and Coffee Pots, straight styles, 90c, \$1.00, \$1.15

Squat Shape with heavy nickle handle and spout, \$1.75, \$2.15, \$2.40 and \$2.65 each.

Ebony Handle, Silver Lined, \$1.50, \$1.75 to \$2.50

Make Your Choice Early—no trouble.

H. H. OTTON & SON

FIVE POINTS HARDWARE.

A simple yet effective ad. that tells the news of the store regarding this line of goods. Original was $4\frac{1}{2} \times 4\frac{1}{2}$.

low price will attract attention, but never let the display consist only of the specials, but rather make more of a showing of the regular goods as comparison invariably influences the customer to purchase the better grade and the one carrying the profit.

A letter written to a select list will bring big returns

articles needed to make the feast of the home-coming event a success."

Or

"Our three-piece special Thanksgiving carving set is one that will give excellent service and will add to the appearance of the table."

It is safe to say that every person you get into your store, so that you talk to, or who sees the displays and store before Thanksgiving Day, will begin to think of Christmas and gift-giving on the day after.

Already you have had two weeks of foundation laying for Christmas, and from now on yours should be a "That Reminds Me Store."

So much has been said about early shopping that gift things should be brought out at once.

Change the windows often; have reminders everywhere. Display pocket knives and razors with card:

and be so arranged that any article can be removed quickly as some lines move faster than others.

The newspaper advertisement can be divided in sections and should list articles "For Father," "For Mother," "For Brother," "For Sister." Show cuts when possible. Have the description brief and price everything.

A booklet is very good, if properly distributed, and can be gotten up at small expense as the manufacturers will furnish all the cuts.

On the first page tell why it is to their advantage to trade at your store and why the booklet was published. Thus:—

"THE PURPOSE

of this booklet is to assist you in the selection of suitable gifts for your friends and relations.

"Without its aid you will at the last moment be



GILPIN'S HARDWARE

This store is full of Lovely Goods suitable for Christmas Gifts. You can find here the very best of every kind of Cutlery, Cut Glass, China, and a full stock of the various lines of Useful articles found only in a well stocked hardware store, and our prices are kept down to the lowest notch. Everything marked in plain figures. Only one Price. STORE OPEN EVERY EVENING.



CUTLERY



We have an excellent assortment of the best makes of English and American Table Cutlery, and our prices will interest you

<p>Half dozen Silver Plated Teaspoons, at 50c, 65c, 75c, 85c \$1, \$1.10, \$1.25, \$1.50, and \$2.00</p> <p>Dessert Spoon, at \$1.25, \$1.50, \$2, \$4.50, and up to \$3 per half dozen.</p> <p>Table Spoons, at \$1.50, and up to \$3.50 per half dozen.</p> <p>Berry Spoon, at \$1.50, \$2, and \$2.25.</p> <p>Oyster Ladles, at \$1.75 and \$2.50</p> <p>Silver-Plated Pie Knives from \$1.75 up to \$4.25 each.</p> <p>Silver-Plated Pickle Forks, from 65c up to \$2.</p>	<p>Pearl Handled Butter Knives, from 30c. to \$1.50.</p> <p>Silver Plated Pearl Handled Fruit Knives, from \$2.25 to \$6-per set.</p> <p>Celluloid Handled Dinner and Tea Knives, at \$2, \$2.50, \$3, \$3.50, \$4, \$5, and \$6 per dozen.</p> <p>Beautiful Carving Sets in the leading makes at from \$4.50 up to \$7.50.</p> <p>A Splendid Stock of Table Knives and Forks at \$1, \$1.25, \$1.50, \$1.75, \$2, \$2.25, \$2.50, \$3, \$3.50, \$4, \$5 and \$6.</p>	<p>Sugar Shells, from 30c. to \$1.25.</p> <p>Razors at all prices, from 15c. each up to \$2.50 each.</p> <p>Safety Razors, from \$1 up to \$5 each.</p> <p>Pocket Knives from the 5 cent for the wee chappie, up to the most beautiful pearl handled goods you can find anywhere. You should see them.</p> <p>Everything in the Scissor line from the little Embroidery Snip to the Large Trimmers. If it is Scissors you can surely get them here.</p>
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TOYS!

THE CHILDREN'S



TOYS! TOYS!

DELIGHT AT CHRISTMAS TIME




To see our Toys is to buy to buy here is to save money. We take as much interest in selecting our Toys as anything else in our store, and we know our large assortment cannot fail to please you. Hundreds of Dolls of every description, from one cent up, and the Doll Carriages are nice enough for a baby, at prices from 35c. up. It's easy to choose from an assortment like this.

<p>Toy China and Furniture Kitchen Dishes, Dolls, Hammocks, Brooms, Dust-Pans, Tubs, Wash-Bowls, Wringers, Animals of All Kinds, A B C Blocks, A Great Variety of Games and Picture Books.</p>	<p>Cash Guns, and Pop Guns for the Big Boys Rubber Balls, Rattles, Soldiers, Tops, Horns, Bugles, Sleighs, Rifles, Pianos and Many Other Musical Toys, Drawing Slates, Cannons, Paint Boxes.</p>	<p>Toy Lamps and Lanterns, Crayons, and WONDERFUL MECHANICAL TOYS Work Boxes, Purse, Hand Bags, Dolls and Dolls' Carriages of Every Size and Description.</p>
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DOLLS FROM ONE CENT EACH UP TO \$5.00 EACH. SEE OUR SPECIAL DRESSED DOLL AT 25 CENTS EACH.

GILPIN'S HARDWARE STORE

Very much reduced from original, but gives a good idea of a good lay-out. Note the featuring of toys Original was 11 by 10. Gilpin's store is in Orillia.

Gifts for Father or Brother. On chafing dishes, scissors sets, etc., put card: Gifts for Mother or Sister.

If bathroom fixtures must be sampled in an out-of-the-way place, have a small sample board in front with card: "Visit our Bathroom Fixture Display Room," and the same with every line in their turn and as often as possible.

Holiday hardware in itself is very attractive and it appeals to man, woman and child. When trimming the windows, bear in mind that Christmas trees and houses take up valuable room and are best left to the toy stores.

An attractive background of white with green edging and frosted electric lights is very appropriate and can be sampled with cutlery, silverware, etc., and can remain in the window at least three weeks, but the balance of this display should be changed once a week

asking, like hundreds of others: "What shall I give to Father, Mother, Brother, Sister or Friend?"

"Gifts should be practical, and the greater their usefulness the more certain they are to give the pleasure desired.

"Read carefully the following pages, check the ones that appeal to you. Do not hesitate to ask to inspect articles in which you are interested.

"Our store is yours to come and choose at your leisure.

"The aisles are broad and comfortable. The stocks are well arranged.

"May your Christmas be full of joy and your New year the most prosperous and happy of all."

(Firm signature.)

Then divide your gift goods into groups and suggest all those suitable for the various members of the

family, for friends or relatives, something on the following plan:—

GIFTS FOR FATHER.

Pocket Knife.	Tool Cabinet.
Carving Set.	Tools.
Safety Razor.	Janus Bottle.
Razor Strop.	Thermometer.
Shaving Brush.	Alarm Clock.
Shaving Mug and Soap.	Foot Warmer.
Stropping Machine.	Lantern.
Manicure Set.	Pocket Tool Kit.
Ingersoll Watch.	Cigar Cutter.
Brass Cuspidor.	Cash Box.

GIFTS FOR MOTHER.

Carving Set.	Silverware.	Chafing Dish.
Coffee Percolater		Baking Dish.
Crumb Set.	Vegetable Dish.	Casserole.
Bathroom Fixtures.		Alarm Clock.
Pen Knife.	Shears.	Manicure Set.
Sewing Set.	Family Scale.	Thermometer.
Letter Opener.	Janus Bottle	Cash Box.

GIFTS FOR BROTHER.

Skates.	Skis.	Manual Training Bench.
Manual Training Tools.		Janus Bottle.
Ankle Supports.	Roller Skates.	Scroll Saw.
Drawing Instruments.		Ingersoll Watch.
Tool Cabinet.	Dog Collar.	Pocket Knife.
Safety Razor.		Razor Strop.
Tools.	Adjustable Shaving Glass.	Sled.

GIFTS FOR SISTER.

Chafing Dish.		Coffee Percolater.
Silverware.	Scissors Set.	Janus Bottle.
Manicure Set.	Shears.	Foot Warmer.
Sewing Set.	Pen Knife.	Dog Collar.
Adjustable Toilet Mirror.		Cat Collar.
Embroidery Sets.		Buttonhole Shears.
Drawing Instruments.	Skates.	Sled.

On the following pages have something to say about each department and list complete with prices on everything of a gift nature.

"OUR TOOL DEPARTMENT"

offers the best kind of gifts for man or boy, the most prominent of which are the tool cabinets, two of which we have listed below, demonstrating the wide range of prices.

"THE CUTLERY DEPARTMENT"

alone offers gifts for every member of the household. We wish to sell you articles that the recipient will continue to find satisfactory. When we recommend an article you may depend upon the quality.

"CHAFING DISHES AND PERCOLATORS"

on account of their extreme beauty are particularly adapted for gifts. Percolators are more of a luxury than the coffee pot, and the thrifty housekeeper will enjoy its possession if it comes as a gift.

Chafing dishes, the sorts we have to offer, are quite out of the ordinary. There are many distinct styles to choose from.

"SKATES AND SLEDS."

Most boys and girls would prefer a flexible sled (the kind that steers) or a pair of skates or skis. Rosy cheeks and healthy lungs accompany outdoor exercise.

The booklets should be placed in every package,

handed over the counter and enclosed with all outgoing mail.

If you have a live mailing list, a letter like the following enclosed with the booklet will make a good impression:—

"Did it ever occur to you that a numberless variety of practical gift things are to be found in a hardware store?"

"We have reason to be proud of our handsome store and take this opportunity of extending to you and the members of your family an invitation to call, look around and ask questions.

"We are here for that purpose and take pleasure in explaining everything in detail.

"For your convenience we have arranged the enclosed booklet, which is self-explanatory.

"Yours very truly,

_____."

If displays can not be made on the counter, then a table or some other stand should be set apart for making seasonable displays of goods, with price tickets on them. These displays should be changed every two or three days.

By pursuing this policy you will find that customers, as soon as they have made their regular purchases, will examine these displays to see what you have new to offer, and many sales will be made which otherwise would have been lost.

The variety five-cent and ten-cent stores, especially those of the better sort, give lessons in the art of display that can be used with benefit by tradesmen in every line. The majority of people who go to these stores have an indefinite idea as to what they want.

HELPFUL ADVERTISING HINTS.

To make the most of the time, money and effort you devote to your advertising, lose no chance to get the full benefit of each general move you make.

For example, if a newspaper advertisement you use strikes you as particularly good, tell the printer to use the same type for some circulars to be mailed or otherwise distributed, says Butler Brothers. Thus you secure circulars and newspaper advertisement at the cost of one setting of the type.

If the newspaper advertisement, or the part of it that seems good enough for the purpose, is too small, have it held until enough other matter has accumulated to make in all a circular of the size and kind you do wish to use.

Make your circulars, letters, etc., supplement your newspaper advertisement and repeat the story they tell in your show-windows. By thus making all your outside advertising work together, results will be greatest.

In newspapers, circulars, etc., as in show-windows, present something new often enough to avoid staleness, which in the eyes of the modern public is the unpardonable sin in storekeeping.

And, above all, when your outside advertising does accomplish its purpose, does draw people into the store, lose none of the benefits because you fail to give just what it leads people to expect.

A. E. Martin, Bradwardine, Man., and C. E. Fryer, Rosetown, Sask., are opening a hardware and general store at a new townsite on the Desisle extension of the Canadian Northern R.R., west of McRosie. The firm name will be Martin & Fryer.

FEATURED SAFETY RAZORS.

A. M. Bell & Company, Limited, hardware merchants, Halifax, N.S., featured the Gillette safety razor in their advertising during the first two weeks preceding Christmas and the results obtained amply demonstrate that the experiment was a success.



For \$35 the firm secured in a Halifax daily 10 insertions of advertising matter in space of the size here reproduced. The accompanying cut shows the nature of the advertising run. Besides these 10 insertions, the firm featured the razor in a page advertisement run on two successive Saturdays.

GETTING THE CUSTOMER INSIDE THE STORE.

It is universally conceded that a customer inside the store means a sale half made. How to attract the attention of the passerby and suggest some need or create a desire that will turn his or her footsteps through the front door, is an ever present problem with the retailer.

"Of course certain lines of goods are better adapted to window display than others"—that is what everybody says about the other fellow, and like as not laments his inability to make as good a showing as a merchant in some other line.

Get this truth fixed firmly in your mind: Wherever sufficient goods are found to stock even a shop there is something which will lend itself to an effective window display. What that something is, and how to utilize it, is a question which can be settled by a little headwork. It might, at first thought, seem that a hardware dealer was restricted in his selection for display purposes. As a matter of fact there is practically no limit, and the exercise of a little ingenuity will work wonders.

A hardware dealer with a penchant for doing things out of the ordinary, decided to feature washing machines. Selecting Saturday as the day for a demonstration, when farmers from the surrounding country would be in to do their week's buying, he hired a woman to do a washing in the window of his store. It was not a dress parade affair, but a bona fide washing, with the old fashioned washboard and tub, and

the woman toiled away from early morn until late at night. In the same window was a machine operated by a smiling young woman, natively attired, the picture of solid comfort, and that machine also washed clothes.

All day long and until closing time at night there was a crowd in front of the window. One farmer after another loaded a washing machine into his wagon, at the suggestion of his better half or through his own volition, and with orders that came from townspeople the stock on hand was exhausted by the middle of the afternoon, a rush order being placed for another supply.

Crowds will stand by the hour watching a vacuum cleaner in operation. This is one of the simplest yet most effective window displays in which a demonstrator is employed. All that is required is a vacuum cleaner, an operator, an old rug or a bit of carpet, and a small amount of flour or other powder. Let the operator scatter a handful of the powder on the rug and run the cleaner over it, repeating the performance at frequent intervals. This object lesson on the efficiency of a vacuum cleaner makes a hit every time. Incidentally, it will increase your profits.

Select something seasonable or that is a labor saver. Display it in a manner that would interest you if you were on the outside instead of proprietor of the store or a salesman. With a little study you can arrange an effective window that will lure trade inside the store.

SUCCESSFUL GIFT SALES.

Doing something out of the usual attracts new business as a rule. The Ashdown Hardware Co., Limited, Calgary, have been running a series of gift sales.

We Are Going to Give Away \$1.50 Razors

Absolutely Free!

This [Saturday] Evening

To every purchaser of any of the following goods to the value of \$5.00 or over, between the hours of 8 and 10, Saturday evening, September 28th, we will present one \$1.50 fine hollow ground razor, made by one of Sheffield's best makers

Tools Including everything in the line. This is a good chance for mechanics. Kitchen Ware Including Enamelware, Tinware, Wire Goods, Meat Cutters, Aluminum Goods, etc. A \$5.00 Shaving Outfit Entitles you to this high-grade \$1.50 Razor Free. Be Sure to Get All Cash Sale Slips and Retain Same	Cutlery The housewife will be able to make a nice gift to her husband of a razor. Stoves and Ranges If you need one of these buy it Saturday night and secure a free razor. Table Knives You probably need a dozen of these and you can buy them Saturday evening. There are hundreds of other lines which you need and which you might just as well buy Saturday evening	Paints An opportunity like this is seldom offered. Buy your paints and get a free razor. Fireplace Grates and Fixtures We show a very fine new assortment. Bathroom Fixtures Are among the lines of need. The largest showing in the West.	Sporting Goods Hunters and all who buy sporting goods will be wise to get a \$1.50 razor free. Cut Glass This a chance to buy something you need and thus get a free razor. Wash Day Supplies Including Machines, Wringers, Tubs, Sotters, Pails, etc. Present All Slips at Cutlery Dept. and Get Your Razor
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Sale for Two Hours Only--8 to 10 Saturday Night

QUALITY HARDWARE OF EVERY KIND

ASHDOWNS'

THE HARDWARE OF QUICK SERVICE

110 EIGHTH AVENUE WEST

"Our results," writes W. J. Illsey, of that firm, "were most pleasing indeed, and I think the plan can well be used by other hardwaremen. This week we are giving away carpenters' levels with each \$7 cash purchase. In all selections for giving away we are picking some lines which are slow moving, or in some way not good stock. This you see cleans up odd lines and leaves the good goods for regular selling."

The accompanying illustration is a reproduced, much reduced in size of the advertisement which they ran in connection with one of the sales.

Business and Store Management

IS AN ENTIRELY CASH BUSINESS BEST?

A hardware exchange which runs a Question and Answer department in each issue, recently received the following query:—

"We would like to know how to start a cash system. We have the only store with a general line, as follows: Hardware, machinery, shoes, groceries, dry goods, etc. We are situated in a village with no bank and it is only eight miles to a town of 10,000.

"Must a merchant buy in quantities to get the right prices, especially in groceries, where many articles are sold at cost?"

The following is the answer given:—

This matter of going on a cash basis is one that is continually agitated, and while it has many desirable features, yet it is the consensus of opinion that a cash store is not always the most desirable.

In your case you are situated in a village of small population, with no bank, and only eight miles from a comparatively large town. The result is that the farmers upon whom you depend for your trade do not have to make much of a trip to get to the big town.

One of your strongest holds, therefore, on this trade is the very fact that you know each man personally as well as his family and can and do extend credit more easily than will the large town store.

It has been the experience of many merchants that the thing to do is not to go on a strictly cash basis, buy to pay closer and more careful attention to collection, and use some discrimination in the granting of credit.

This attention to collections and credit matters will not only have the effect of helping you finance your business in better shape, but will also give you the opportunity of impressing, in a tactful way, upon your customers that credit is an accommodation and a service of real value.

Just as soon as you can make a man think and believe that he is getting something worth while, he is more likely to appreciate it than if it comes to him as a matter of course.

In your particular case, I would be strongly inclined to discourage your placing your business on a cash basis, believing that it would not be to your benefit so to do.

Your question in regard to buying brings up a most interesting and important subject. What I will say is intended to apply not only to your case, but to that of very many other merchants as well.

It is emphatically not necessary for a merchant to place large orders to secure the best price, except in isolated cases. It is, however, necessary for him not only to meet his bills when due, but to take his discounts.

If discounts are not taken, then the bills should be met when due or before, and if for any reason an extension is granted, then the promise made should be scrupulously kept to the letter.

Further. Let us suppose that your purchases in a year amount to \$1,000 in any one line. If you scatter the orders promiscuously among six or seven houses,

no one of them will receive a sufficient amount of business from you to make it worth while.

But, if you buy \$750 worth from one house and the remainder from say two other concerns, you will be much more likely to secure the best of it in the way of price.

In the first place, your main house will be securing three-fourths of your business, which is all they can reasonably expect. If you are discounting your bills you will be placed in that preferred list which means the best of everything that comes along.

The other two houses will assuredly know about this three-fourths, and will do everything possible to keep in your good graces, so that in case of a break they will be in favorable position to get the large business.

In other words, concentrate your buying as much as possible. Pick out the concern that you believe can and will serve you best and then stick to them as long as they deserve your business. But keep the others on the string, so that you are not unknown, if a break with the first house should take place.

I know that such a procedure as this will pay you. It has been, and is being, employed by many merchants both large and small, and every one that I know of that concentrates his buying as I have suggested, is an enthusiast on the subject.

COUNTER-DISPLAY ADVERTISING.

Many stores are so prim and neat in the arrangement of goods that there is little or no inducement to buy. This may read like a paradox, but the point is that, while neatness and cleanliness are to be commended, the goods must be so displayed and ticketed that they will induce purchases. When goods are on the shelves or under the counter, where they can not be examined or seen, people will only buy what they come for.

MAXIMS OF SALESMAN WHO HAS MADE THREE FORTUNES

Hard knocks count for more than all the college education in the world.

Put your whole energy into any business you are in. If you don't you can't succeed.

Never tell a customer anything that isn't so. If you deceive a man once, he will never again have confidence in you.

Always be cheerful whether you make a sale or not. Cheerfulness will sell goods to the most crabbed customer in time.

Polliteness, cleanliness and energy are three of the most important things in selling goods, and none of them cost anything.

Always have confidence in your own ability. Never make a negative statement. Always be positive.

Treat everybody alike, no matter whether they are rich or poor.

Don't stay out late at night. The man who does isn't worth much the next day, and it takes a clear brain to sell goods these days.

Never fail to keep an appointment. Business opportunities are like trains—they won't wait for you if you're late.

—Jacob Hetz.

Credit and Its History*

By H. B. Buell

Before we enter upon the discussion of the theme, we can well ask ourselves, What is credit? We use the word freely, it is constantly on our lips and we are called "Credit Men," but do we properly understand the meaning of the word. Webster says: "Credit in commercial transactions is mercantile reputation entitling to be trusted or to receive goods or loans on promise of after payment." Another writer says: "We have come to an exact scientific notion of the nature of credit that, while it serves the purpose of capital, it can only do so while there is capital ready to come and take its place if necessary." Credits which are not in this position (though they may happen to serve their turn, as a ship may sail some distance unwrecked without a steersman) do not accomplish the purpose of credit. Credit is therefore in other words the capitalization of reputation.

If we then as dispensers of credit are to deal with so abstract a quantity as the reputations of our customers, how much we need to study them, and to fit ourselves to handle it without loss to either party. It has become indeed one of the exact sciences.

History of Credit.

The history of credit dates back as far as the history of man. The old Jewish laws referred to contracts and debts, and provided that at stated intervals the "Slate" should be washed clean and all debts forgiven. The opponents of the bankruptcy laws of to-day are evidently not in sympathy with the early Jewish "Jubilees." Perhaps the oldest historical reference to credit is found in China, where as early as 2,800 B. C. banks of deposit and discount existed, denoting a high state of civilization, from which we may reason that in that slowly progressive country, centuries elapsed in the maturing of such forms of credit. Likewise in Egypt and India credit transactions are recorded. In Greece credits were not unknown, and while the rights of capitalists were severely taxed they were also carefully guarded. The history of all nations is the history of commercial activity in which credit has always in the past, and always must in the future, play the leading part. Wherever a high state of credit existed there was a correspondingly high state of civilization. In savage countries credit is unknown, the savage is like an untrained child. What he sees that he wants, he appropriates to his own use and asks no question nor understands the meaning of honor or fair dealing, but in so far as countries become civilized so far does credit come to its perfection. Credit giving is manifestly an invention of man, for nature never established the custom. Nature gives no credit. She requires that we must work first and eat afterward. The soil must be tilled before the earth will yield its increase, but man is not so inexorable and is willing to "take a chance," and parts with his goods accepting in return the reputation of another that payment will be fully made at a later date.

Credit is Two-Faced.

Credit is also two-faced and may be employed to benefit or to injure according as its aid is invoked. With a firm foundation for our business, with brain and

energy to back it, and with honor to direct it, it may be used to our advantage. The danger lies in its misuse or too great reliance upon it. We, too, often rely upon it as an inexhaustible mine, ever ready to yield to our wants, but apt to fail us when most needed.

Credit is most plentiful where least required, and most hard to obtain when most needed. If then we are to handle so subtle and elusive a quantity, we should have some sound basis upon which to operate. What then are the elements of safety in granting credits? I think these can be enumerated in three elements:—

1. Honesty.
2. Capital.
3. Ability.

Importance of Honesty.

I place honesty, that sterling quality that will not stand for anything but the fairest and squarest dealings between man and his fellow, first, for I regard it as the most essential qualification of the credit seeker. Without this essential, credit is unsafe regardless of all the others. The dishonest man, or the man who perhaps would not like to be classed as such, but whose standard of morals is such that he is willing to wink at transactions that would not bear the closest scrutiny, is unsafe to be the recipient of your confidence and of your merchandise. While he will pay, and pay promptly perhaps for a long time, and may never fail to do so, while his business runs smoothly, let times of depression come and such a man will, if it seems necessary to him, try to save himself without regard to the rights of others. The man of sterling character who feels that his honor stands first, in times of trouble, may go down to financial ruin, but if afterward the opportunity should ever present itself to make good his obligations he will not hide behind a discharge in bankruptcy, but will make every effort to pay his debts in full.

I have in mind a case in my own city of a merchant who some years ago was forced into failure by an epidemic of smallpox, but who, in after years when he had regained his financial standing, took the keenest pleasure in mailing his check in cancellation of his old indebtedness to every creditor, although he was under no legal obligation to do so.

A dishonest man can do more harm with capital than without it, while with right character, backed by fair ability, capital can be acquired, for a man with good standing and ability, although with comparatively small means, is in a better position to win success than the man with bad or weak character, though he may have better ability and capital.

The man who has developed traits of regularity, thrift, industry, and a determination to win, though with narrow means, will make a more desirable customer than he who with larger means is careless or indifferent to his obligations. You have confidence in the man of character because you know what he will do and he gives no cause for distrust.

Importance of Capital.

Next in importance I place capital. It would seem to be unnecessary to say that no business could be successfully conducted without capital to properly finance it. Yet too many are trying to successfully cope with

*In part an address delivered before the Canadian Credit Men's Association at Toronto, on October 17, by H. B. Buell, former President of the Syracuse Credit Men's Association.

modern trade conditions with little or insufficient capital. It is a hard road and strewn with the wrecks of others who have preceded them. In conditions of keen competition as we find them to-day, no business without sufficient capital to take advantage of all discounts, and to meet all obligations properly, can hope to finally succeed, the handicap is too great. You will remember that we are dealing with "reputation" and when "reputation" says he cannot from lack of capital properly conduct his business, and meet his bills as he should, then the penalty must be paid in loss of credit, and credit once impaired is very slowly regained. It is like a beautiful piece of china that, although broken, can be repaired to serve its purpose, but it can never become the beautiful and perfect work of art that it once was. It will always bear the marks of its downfall.

It has been said that the peddler is the ideal merchant, for with his capital of \$50 or \$100 he buys his supplies for cash and sells before buying again. In this manner he turns over his money many times during the year, and profits made are therefore large in proportion to the capital employed. If instead he had \$5,000 and put it all into goods when his proper requirements could have been satisfied with half the amount, he would have the other half in dead stock, which becomes "deader" and constantly depreciating in value as time goes on. And this leads me to say that the third element of safety in credit granting is "Ability."

Importance of Ability.

Without the capacity for the proper use of his capital the man, though honest, cannot hope for ultimate success. It is an age of progress, of keen business competition, when the best that is in every man must be brought to the front, and the business man must use the gray matter with which his maker has endowed him to carve his name high as one who has achieved success. Give two ordinary men equal facilities and one will fail while the other will amass wealth. One is in good credit and the other is not. Surely they must differ in essential characteristics, in judgment, prudence, thrift, energy, economy or in diligence. Some are like race horses, trained for speed rather than endurance, some are of the effeminate, fussy type, they are apt to be narrow, they do not get a broad view of the situation and have more zeal than sense. The amiable, yielding man, who cannot say "No," is often more applauded as the horn of plenty by his customers than by his creditors, and soon finds his capital all in accounts receivable, and in debt for all his goods. The resolute pugnacious man is apt to lack tact and courtesy and so repels rather than attracts. Others are active and energetic in their pleasures, but listless and indifferent in their business.

Incompetence is largely the cause of every failure, and those who do not succeed can generally find the cause of their failure in themselves. In your own experience call up the failures with which you are acquainted, and you will find that while dishonesty may be prominent and lack of capital is very noticeable, incompetence plays a leading part in every one.

Wilfred Lawson, late of Caverhill, Learmont's Western Branch, has accepted a position as sales manager with Peart Bros., Regina; and N. O. Philp, who has been travelling for Peart Bros., for the past two years, has been promoted to the position of buyer. The rapid growth of this Regina Company necessitates these additions to their inside staff.

WORKING UP BUSINESS.

By Sharon E. Jones

When we first went into business we thought our customers wanted cheap goods, but I soon got over that and jumped to the other extreme and put in the very best goods I could find. I found that the good goods sold easier, with less trouble, less expense and less advertising, and the customers did not do the kicking that they did when they got cheap goods. It is the profits we are after, not the volume of business.

The typical hardware store of to-day seems tacked down to certain things; that is, we think that unless we stick strictly to pitchforks, rakes, hoes, nails, saws and chisels and such things we have broken the faith and got over the lines and messing into other people's business. I got over this when I found out that our competitors were selling just the things we did not handle, and making leaders of them, too, and the first thing we did was to put in a line of paints; then we put in a line of stoves; then got a line of sporting goods; then automobile accessories; then a good and complete line of harness and implements, and we now have to advertise most everything. That is our motto, "Most Everything."

Last Saturday we got in a consignment of automobile blankets, and being the first in stock the foreman of that department asked me if I would assist him in marking them. I looked at the invoice and then at the goods and said, "These goods will stand a 50 per cent. profit—just 50 per cent." About the time we started in marking them a banker drove up to the store in his machine with his wife. Mr. — asked me if we had any automobile blankets, and I told him they had just come in. He picked one out, asked me what that was going to be, and I told him \$12 (it cost us \$8). He said, "That looks pretty good to me. Wifey, what do you think about that?" And she remarked that she thought it was beautiful. He picked out another one, which his wife also liked, at \$12, and then said that the driver should have one to cut off the wind from the front of the machine where he sat, which he picked out. This one was \$6.50 (it cost us \$3.25). Mr. — said, "All right, Mr. Jones, have these wrapped up and put in my automobile."

I would have worked three hours selling some contractor \$40 or \$50 worth of goods and made about \$5 on the transaction. That is about what we make after bidding against all our competitors put together; I think about 10 per cent.

I made \$4 and \$4 and \$3.25—\$11.25 in about 13 minutes on those blankets. The banker had not got out of the store before Mr. — came in and wanted some automobile blankets. He chose one on which our profit was \$4. We had sold over half of our blankets before they were checked up. It just so happened that a cold wave was predicted, and the next day was Sunday, and everyone wanted to be protected against the wind while riding in the machines.

A farmer once told Lincoln a whopping fib about his hay crop. Lincoln, smiling his melancholy smile, drawled:

"I'm cutting hay, too."

"Good crop?" the farmer asked.

"Fine, very fine," said Lincoln.

"How many tons?"

"Well, I don't know just how many tons," said Lincoln, carelessly, "but my men stacked all they could outdoors and then stored the rest in the barn."

Stoves and Housefurnishings

HOW TO SELL STOVES.

Knowing all about the stoves you are selling is of vital importance, says an exchange. Many sales are lost simply because both the dealer and the store salesman are not fully posted on the line they are endeavoring to sell. One dealer, who had seen customers walk out of his store without buying simply because the salesmen were not able to combat the arguments they made against buying by mail, realized that these lost sales were due in a great extent to lack of knowledge of the stove line. He arranged with the stove factory for one of its salesmen to spend one evening a month with the salesforce to go over and discuss the talking points of the line. At the end of each session a quiz was held. The salesmen were thoroughly questioned on every point and the result was that in a few months the dealer had a salesforce that could talk stoves intelligently. They had learned to meet the arguments of the man who says it pays to buy stoves by mail. They had facts and figures to back up all points they made regarding the advantage of buying at home. The result was that this dealer increased his stove department to a big extent and is now known as one of the best customers on the stove manufacturers' books.

Another dealer realizing the advantage of a live mailing list, in sending out circular matter, booklets and the like, has a plan for securing names that is proving very satisfactory. On each of the sales slips, space is left for the customer's name and address, and he secures the name and address of each cash purchaser who trades with him. The names are then copied on a special mailing blank he has and in this way a reliable list is secured. Such a list is of great value in promoting sales of any special article you may have for sale later on. It also gives a permanent promoting list to work upon all through the year. The person who buys one thing is liable to buy another. This dealer also learned as rapidly as possible the names of good users who did not buy from him but who, he felt, ought to do so. He then added these names to the others.

Still another dealer believes that personal visits when possible are more effective than the same talk he might give on paper. When business is slack he hires a rig and goes out himself in the surrounding countryside, soliciting business. As an excuse for his call, he takes an appropriate souvenir along and gives this to the housewife. This usually breaks the ice. With the souvenir he also gives a book of five discount coupons good for a discount of 10 per cent. on all purchases at his store for a limited time.

He has one color of coupon for his own customers and another for those who are not his customers. Thus he is able to tell just how many new customers take advantage of his offer and just how the proposition is working out among his old customers. During his call he usually elicits information as to whether they are in the market for a new stove. From this information he knows just what families to send his advertising literature, and in this way saves waste circulation.

When the time arrives for the coupons to expire a letter is generally sent out extending the time for a week or so, and urging the recipient to take advantage of the offer. This is put up as a special favor and is usually productive of results.

The successful dealer realizes that some incentive other than the regular sale is sometimes necessary in stirring things up. He places his pawns on the board accordingly. He calls to his aid such natural means as contests of various kinds to keep buyers enthused and keep trade gingered up.

AN EFFECTIVE STOVE CIRCULAR.

Following is a circular which a Western dealer has found effective in securing business for his stove department.

You've simply got to be satisfied. We won't let you buy a stove or range from us and be disappointed with it. You've heard of guarantees before, but sometimes they are so surrounded with "if's" and "but's" that they really don't guarantee anything. Here is our guarantee. It really means something:

If for any reason the purchaser of a stove or range from us is not satisfied with his bargain, we insist on replacing it with a new one, or refunding his money.

Read that over carefully and see if we could wriggle out of it if we wanted to. It is a straight out guarantee and means just what it says.

COST OF ELECTRICITY FOR HEATING.

A correspondent writes to the New York Times: "Will The Times please explain just how far progress has gone in the matter of house heating by electricity? Has it arrived at a point where it may be said to be cheap enough for general use in that direction?" To this query the reply was as follows: "According to one of the largest electric concerns in the city, electricity for house-heating is not at all practical to-day, by reason of the cost of current. To heat a small space, such as a bathroom, or to warm a room in the morning before the usual heating apparatus is in full operation, electricity has been found expedient, the cost being comparatively small by reason of the fact that the current is used only a short time.

"But to heat an entire house by means of electric radiators would be an expensive and not highly satisfactory experiment, if we may accept the report of one in authority in a large electric-lighting and heating concern. He says that before house-heating by electricity can be brought into general use there must be a very material reduction in the cost of producing the current. It would never do for the person of average means at the present cost of the fleeting kilowatt."

Because a man does not agree with you as to the best way of running your store, is no sign that he is wrong. You may be mistaken yourself.

FURNACES

HOW A FURNACEMAN BOOKED ORDERS WITHOUT COMPETITION.

After being a partner and an opponent to an old friend many times in a favorite pastime, says a writer in an exchange, he informed me that he would long before have given me the contract for heating his house had it not been for other members of the family who were somewhat interested, favoring another contractor. The matter had been held in abeyance for several weeks, and finally, when it was necessary for some quick work to be done, he wanted to know if I could help him out. I surprised him with what can be accomplished in the quick installation of a heating system by a man who knows his business.

Shortly after he bought a large rambling farm house located on a hillside, and the result of my former quick work secured for me the opportunity of warming the new home. I was taken out to see it, and was almost amazed to see the number and size of the rooms in the building, all of which had formerly been heated by stoves or open fireplaces. It did not take long to discover that the building would require a heater of considerable size and that heating would entail a cost which I hesitated to name to my friend.

He asked me if I thought I could heat the building. On telling him I could he asked me how much it would cost. I told him the charge would be more than he would be willing to pay. He then told me that he did not want to know what it was going to cost, but wanted me to insure that it would be as warm as if it were my own home, and I was doing the work for myself and to go ahead and send the bill when the work was completed.

I told him that he had put a rope around my neck which was an experience that I was not seeking. I told him I would be under the necessity of doing everything absolutely right, and being sure that the result would be all that could be desired.

It was a furnace plant that he wanted, and it was installed with every provision to avoid friction. There was no foolishness as to the size of the warm-air pipes or of the cold-air supply. Both were ample. When the home was occupied in the winter it was not long before I received a letter asking me to come out to his house at once. I wondered what could be the matter, but felt there was cause for trouble that could not be removed by an explanation. After I had been given a check for the job I was taken over to the house of a neighboring farmer and was given the order to go ahead and make his rambling farm house as comfortable as I had made our mutual friend's house.

SETBACKS TO THE FURNACE INDUSTRY.

The protracted cold weather during last winter put many heating systems to an unusually severe test, and many cases are recorded of difficulties of householders with the steam, hot water and warm air heating systems alike.

As is usual, remarks an exchange, the largest capital is made of such conditions by the steam and hot water heating contractors, who often are enabled to prevail easily upon the victims of poorly installed or inadequate warm air heating systems (of which unfortun-

ately there are too many) to enter into plans for tearing out of furnace pipes and installing one of the other heating systems, which, be it noted, yield larger profits to the contractor, but which in turn, through the stress of a trying cold spell, often give equally poor service with lack of sufficient or properly diffused heat, noise due to condensation of water in pipes, odors of escaping air, leaking valves, wet floors and ceilings beneath, etc. There is a strong tendency among householders who are disappointed with their warm air heating apparatus to turn toward one of the other systems as the complete solution of the difficulty, but in many instances it is but a change from one inadequate equipment to another.

The foregoing is by way of saying that furnace men should avail themselves of every opportunity to foster the popularity of the warm air furnace by means of studied attention to the matter of abundant heat and ventilation in connection with each job of installation given into their charge.

WHAT REGISTERS TO USE.

The Federal Furnace League furnishes the following: "The register is the visible sign of a furnace heating installation, and it has been the writer's experience that people judge a furnace heating system by the appearance of the registers as much as they do by actual heating results. The dealer who shows good taste in the selection of registers can always secure a good return for the time spent on this extra item in the contract. A dealer should take the trouble to learn what the interior finish of each room is to be and then select electro-plated registers to match the interior finish. The wife of the owner is the person to display the samples to. A black japanned register should be shown in contrast with the electro-plated registers. The most efficient and best type of register is one that consists only of a damper and frame. The efficiency of the register decreases when a metal fretwork is put in the face of the register, the amount of decrease depending on the proportion of the register face area that is taken up by the grille or fretwork. As practically all registers sold have a grille or fretwork in the register face, allowance must be made for the grille in estimating the size of register required. A good rule for selecting the size of partition or floor register is to multiply the cross section area of the cellar or leader pipe by 2 and then use the register whose face area is nearest to the product. When selecting a baseboard register, the cross section area of the cellar or leader pipe should be multiplied by 1½. For heat registers in first floor rooms it usually is advisable to use baseboard registers. The floor register should be avoided on account of the accumulation of dust from sweeping and constant circulation of this dust in the air of the room. When partition or floor registers are used, preference should be given to the plain lattice design. Partition registers should have shallow frames, so that the frame will not extend into the heat pipe and cut off a portion of the air supply to the room.

The American Wringer Co., 99 Chambers St., New York City, are now marketing their new line of "Universal" clothes wringers. These wringers have plain bearings and steel ball bearings, spiral pressure springs and enclosed cog wheels. Catalogue "F" describing these will be sent to any dealer on request.

Lighting Goods in the Hardware Store

By A. F. Ericson

From a small beginning, the handling of lighting goods in the hardware store has developed into one of the greatest trades the retailer now has, and all up-to-date and progressive dealers realize that it is just as essential to sell these as it is to sell tools, nails, etc., and are now handling fairly complete lines of electric, gas, gasoline burning and oil burning fixtures.

There are still some dealers, however, (and many of these are considered progressive business men) who do not handle lighting goods, either from lack of inclination, or because they think the line will not pay, or because they think the fixtures take up too much space in the store. None of these excuses hold water. The man who will not handle a certain line of goods that pay a good profit, simply because he thinks that to do so would be a lot of bother, has no right to be in business. A stock of lighting fixtures, properly handled, will pay a good margin of profit.

The man who says he has not the room has the poorest excuse of all, or else his store is badly crowded. These goods take up very little room, and space that would otherwise go to waste can be used to display them. The majority of hardware dealers who are making a success of the line show their domes and other fixtures hanging from the ceiling.

Best Place to Display.

The back of the store is perhaps the best place to show these, particularly if you have connections for showing the various articles lit up. It usually is darker at the back than at the front, and the goods thus show up to best advantage.

One Firm's Methods.

A large hardware firm in Berlin, Ont., have set aside and partitioned off a space, 10 x 25 feet, at the back of the store. This partition consists of wood for a height of three or four feet from the ground, and transparent glass from that to the top. In this way the goods are kept away from the dust and dirt and yet are seen by all people who come into the shop. This dealer states that his method has proved very successful, for people get into the department where they can see the various lines ranged together and are in a position to make a better selection. Then, too, their attention is taken up wholly by lighting goods, nothing else being shown, and their minds do not get a chance to wander to some other article.

Make the Store Attractive.

A well-arranged display of fixtures adds much to the appearance of the store. Then, too, when lighted and placed in a window along with other goods, the effectiveness of the display of lights and tools (or whatever else is being shown) is greatly enhanced. A window composed of these goods exclusively is very attractive.

Keep Up-to-date Lines.

The main point in handling these goods is to have your stock up-to-date and well assorted. New designs are constantly being put on the market, and if the dealer is to keep his stock "right," he should buy in small quantities and keep his eyes open for new ideas. The lines he is to handle, of course, will depend altogether on the class of trade to which he is catering. A man doing business in a small town could not well carry the more select and high-priced domes

and lamps. However, it is possible to-day to secure medium priced lines in designs almost identically the same as those used in the high class lines.

Careful Buying Essential.

Lighting fixtures are sold entirely from sample, and the dealer who carries one sample each of several of the newest lines will find he can do a good trade. It is essential that only the newest goods be kept. No one wants to buy designs that were the fashion several years ago. The reason so many dealers have failed to make money out of the line is that they buy indiscriminately, and in a short time find themselves with a stock on their hands, which they have to sell at a sacrifice.

Line Must be Advertised.

Good window displays and judicious advertising are necessary in order to make lighting fixtures pay profits. Customers should be advised of all the new lines that are brought out. To aid the dealer in doing this, manufacturers and jobbers are at all times willing to send electros of new goods to be used in local advertising.

Electric Fixtures Popular.

Electricity is perhaps the most popular method of lighting employed throughout the country to-day. This has been brought about by the development of electric energy and the establishment of local power companies in small towns, both in the east and in the west. It is only natural, then, that there should be a good demand for all kinds of electric lighting fixtures, and also for electric irons, heaters, toasters, etc. Dealers in the West are getting after this trade in good shape for the quantity of goods that is going forward is enormous.

The most popular lines at present are crystal effects for drawing and reception rooms, and mission designs in hammered antique effects, for dens and libraries. There are numerous other lines admirably suited to the country retailer, whose trade does not want the high-class, fancy line of goods.

A Good Plan.

A plan suggested by a large manufacturer is to have in the store a young man with a fair knowledge of electricity—one who can go out and install fixtures satisfactorily. Dealers who have tried this plan claim it has proved profitable, for the man can go out and, by offering suggestions as to how the decoration of a room can be improved, work up a lot of extra trade.

Gas Goods Coming Forward.

In gas goods, the line is similar to that sold for electricity. Where formerly only the brass taps and a few colored globes were stocked, now domes and showers are offered in wide range.

To get after this trade, the dealer should keep in touch with the probable tenants of new houses being erected, and when nearing completion, send a personal letter or make a call, pointing out the wide range he has to offer.

Oil Burning Fixtures.

In towns where there is neither gas nor electric light, the hardware merchant has a grand chance to work up an excellent trade in oil-burning lamps. Most dealers only carry a few of the plain, cheaper lines and let the mail order house get the order for the fancy parlor or sitting room fixture. There is no excuse for this, for the country dealer can carry almost as select

a stock as the city man. As the goods are sold from sample, only one of each design need be carried.

The oil-burning lamp is made up in several forms—table lamps, bracket lamps, lamps for large halls, various forms of hanging lamps, and in the harp design, for cheaper trade, such as lumber and construction camps. The students' reading lamp and a lamp with solid brass holders, for the reception hall, also sell well.

Helping the Dealer.

To promote the sale of their oil, a large Canadian oil firm has had on the market for the past few years an exceptionally good line of oil burning lamps. They are made in various designs and sell at all prices, from the lowest to the highest. They have joined hands with the dealer and, besides furnishing him with electros and other advertising matter, are doing extensive advertising in city and town papers all over the Dominion. This has helped the dealer who handles the lines for when he suggests to a customer the purchase of one of these lamps, he invariably gets the reply, "Oh, that's the lamp I see advertised so much."

Securing Good Advertising.

Often, when this firm hears that a country retailer is on the committee of a Fall fair or some similar event, and has been asked to donate a prize, they instruct him to give away one of their lamps and they will credit his account. In this way the lamp gets a lot of advertising, for it is certain that it will be displayed either at the fair or in some shop window in the town. This is good advertising, for it gets the people talking, and with such publicity as this, the lamp cannot help but become popular.

A plan followed by quite a few retailers, particularly in the smaller towns where their stores are not lighted by either gas or electricity, is to have two or three of these lamps lighted and displayed on the counter. Two birds are then killed with the one stone—the store is being lighted and the lamps are being advertised.

The Best Season.

The present season is the best time to push the sale of these goods. The long evenings are here and Christmas is fast approaching. A lighting fixture makes an ideal gift, particularly to the women of the house. Anything that will tend to beautify her home is always acceptable and much appreciated by the good housewife. Bring your stock to the front, put in a good window display and advertise the goods in the local paper and watch the profits come rolling in.

UNIQUE ACCOUNT-COLLECTING METHOD.

A retail merchants' association in a western American town has a man who is devoting his entire time to looking after collections, and many dollars are being collected that had previously been charged off as lost. This man rides a wheel and a large sign which fits inside the frame of the wheel, reads: "Collector for the Blank Business Men's Association." This sign is painted in bright red letters that can easily be read a half block. Many debtors who have previously refused to pay on accounts are now making payments, and in many instances he is requested not to leave the wheel stand in front of their houses, but leave it down the street, so that their neighbors will not know that they are indebted, and the association is after them. In several instances debtors have called at the office and requested that he be not allowed to call on them longer, but they would come to the office and pay on

the account, and invariably we have found that they are keeping to their word in order not to have this wheel seen in front of their residence. The association is now endeavoring to secure police powers for the collector, and if this is secured he will also wear a star, and be instructed to make arrests where profane language is used toward him.

Another feature that had been adopted is that when a merchant turns in an account for collection, the member can only secure his money from the association at one place, and that is at the regular meeting. The first meeting night of the month has been set aside as check night, and all those who have money due them from their collections receive their check at the meeting on this night. No money will be paid to any member except at this meeting. This has been the means of bringing out many who never before were known to attend the meetings. This method we recommend as being one that should be adopted by all locals as it will save your members money and be the means of increasing the attendance at your meetings.

SHOP SHOTS THAT HIT.

By Frank Farrington

If you don't get ahead as rapidly in your business as you expected, it may be that you expected too much or that you have tried too little.

The man who thinks that he can continually accept favors and reap advantages at the hands of others without giving anything in return does not know what a sponge is.

When you are disposed to condemn your public for finding fault in your store, stop and consider whether there is not some justification for their complaints.

If there is in your store a place where customers sit down to wait for their turn, have catalogues and advertising ready at their hands.

Any kind of a special sale which gives the public less than its money's worth is going to work a disadvantage to the business.

The clerk who resents any criticism of the wrong things he does outside of business hours, never thinks of kicking if the boss compliments him on some good bit of outside work.

Mighty few of the people who complain of having to work too hard are ever injured by overwork.

It is a wise salesman that hunts up some means of interesting his customer in the goods besides the material interest that customer feels upon entering the store.

See that your language and your intonation carry enough courtesy over the telephone, so that the cordial smile that can not be seen will not be missed.

Don't be so anxious to make money that you will lose your friends in doing it. A dependable friend is better than a whole bunch of easy money.

Take all the good luck that comes your way, but don't let yourself spend any time waiting for it.

When you make a misstatement about goods that the character of the goods will not bear out, you put yourself in a position where you are sure to be found out.

What is a dollar or two a year for a trade-paper if you get out of that paper one good practical idea for developing your business?

When the people have had one chance to read your advertisement in the newspaper, take it out and give them a chance at another.

If it is an effort to be pleasant to customers, just remember that you are being paid good money just for making that effort.

SALESPEOPLE

DEVELOPING EFFICIENCY AMONG SALES-PEOPLE.

By D. L. Keyser

Think of some occasion when you were in a company of people who were discussing some subject of which you were almost entirely ignorant. Like the small boy "the cat has taken his tongue," you had nothing to say.

Later the conversation was diverted to some other subject which was a hobby of yours. How you brightened up and began to get interested! Soon you broke into the discussion and explained your view of the proposition. You could talk with ease and make a good impression because you knew what you were talking about.

Apply this thought to salesmanship. Do you think a salesman is likely to enjoy telling about an article when his information regarding that article is very meagre? Have you ever known a salesperson to switch a customer to some other salesperson because he did not feel well enough informed to put up an intelligent talk? How embarrassing it is to be buying anything from a salesman who cannot answer simple and essential questions, but has to explain that he is ignorant on many points which are not clear to you.

On the other hand, you find that a salesman takes delight in describing special features and answering inquiries pertaining to an article with which he is thoroughly familiar. Let any intelligent clerk study a particular article in the store and become conversant with the talking points and he will go out of his way to demonstrate that article. Objections will only spur him to greater enthusiasm and vigor so that few prospects will slip by him.

The secret of success in selling goods is knowledge. Knowledge develops interest, confidence, and other qualities which are needed by the salesman. Knowledge also presupposes a certain degree of intelligence as a foundation, and enough ambition to lead the clerk to investigate the points of various merchandise that he is expected to sell. Take a boy with a good common school education, give him some elementary suggestions about the art of selling goods, put into his hands the means of acquiring definite information, and then teach him the perfection brought about through practice—do these things and you will produce a salesman worthy of the title.

But, if you take even a better educated boy, put him into a store amid a profusion of merchandise, tell him nothing about the various articles and leave him to his own devices in handling customers and, unless he is a prodigy, he will never be more than a clerk—satisfied to hand over the counter what the customer specifies in so many words.

Store-keepers do not hesitate to talk to their clerks and give them directions. You often see a "boss" nagging his help, telling them to do this and that—usually insignificant tasks intended only to keep them busy—and keeping everybody in the store on a nervous strain, not to say in a bad temper. It would be much better to talk to the clerks in a friendly way about the way to sell goods successfully, give them time to read articles about salesmanship and descrip-

tions of the specialties which increase sales and pay large profits.

If clerks waste their time, they should be "called," because there is always something to do in arranging stock or developing efficiency, but it is an unwise storekeeper who never allows his help time to study the talking points of the merchandise to be sold, and never himself instructs them in the general principles and the decisive details of their work.

The successful merchant is thinking more seriously than ever about efficiency in salesmanship. The open road to successes in the merchandising world lies along the line of training the selling organization, building up a corps of intelligent, enthusiastic and confidence-inspiring salespeople who will direct the current of demand into channels of higher quality and greater profits.

TRAINED CLERKS REMAIN AT THEIR POST.

By Charles H. Bowersox

Some clerks take it upon themselves to leave the store at frequent intervals during business hours, and it sometimes happens that they are absent just at the very moment that their services are greatly needed. Many years ago I clerked in a store in which we had a clerk of this sort. He took advantage of the proprietor's good nature by absenting himself from the store much of the time.

I call to mind another clerk who had a fashion of going away from his post of duty a dozen or more times a day; and as he was about to step outside, he would tell the one nearest to him that he would return in about five minutes.

One day the proprietor happened into the smokers' room of a nearby hotel, and to his surprise he found his clerk occupying one of the big-comfortable chairs, smoking a cigarette. He learned from the landlord that the clerk was a frequent visitor.

I know from my own experience that it is not pleasant or beneficial to health to be confined within the walls of a store for many hours at a time, but the clerk who accepts a long-hours position usually knows what he is doing and he should live up to his agreement. The clerk can do much to bring about such working hours that should be satisfactory to both employer and himself, and he should make an effort in this direction.

After succeeding in the establishment of reasonable hours, he should not forget his employer's interests.

The fair-minded clerk can always be found at his post during that portion of the business hours that he is supposed to be on duty.

Efficiency is what wins in the business world to-day. Hence anything that has a tendency to detract from the maximum efficiency of a man is a detriment and a handicap. Physical, mental or moral delinquency prevents the harmonious co-operation of the powers of the body and the faculties of the mind, and in so far tends to make the man unfit for the needs of his business. Of these three, physical delinquencies are the easiest overcome, but the others are very likely to be serious. Whosoever would assure success should cultivate all of the virtues.

When a customer is hurried in looking at high priced goods she is apt to suggest going home to think it over and coming back to-morrow. To-morrow never comes. Give her all the time she needs to-day.



Group of representatives of the Sherwin-Williams Co., attending the recent convention in Montreal. W. H. Cottingham, President, and C. C. Ballantyne, Vice-President, will be noticed in the centre of the front row.

HOW TO PROMOTE FALL TRADE IN PAINT.

Some of these fine days, when business is inclined to be a little dull, take a walk or drive around your town and note the number of houses that are vacant and in a dilapidated condition. You'll find quite a number. Some of them you may know to have been unoccupied for some time. What's the reason? Ask the owner or the agent who has the property listed. You will invariably be told, "Why, I don't know. The house is in a good locality and I'm sure I'm not asking too much for it." This may all be true. But does it ever occur to the agent or the owner that the house does not present an attractive appearance? This has a whole lot to do with the purchase or rental of a house. No one wants to move into a place whose outside appearance shows need of a coat of paint or whose rooms are in dire straits for a new coat of interior finish or wall paper. This is particularly true where the house is to be rented.

Opportunity for Wide-Awake Dealers.

Right here is where the wide-awake, up-to-date hardware dealer has a grand chance to work up an excellent trade that will keep his paint stock moving during the Fall season, when business in this department is, as a rule, dull.

A lot of people are under the impression that Spring is the only time to paint. In this they are entirely wrong, for the Fall is really better.

In the Fall the surface for exterior painting is thoroughly dry, while in the Spring it is sometimes likely to contain much moisture, making successful painting difficult. The wood being perfectly dry can absorb more paint and the paint will penetrate deeper into the pores of the wood, thus getting a firm hold. This will give the paint greater tenacity or holding qualities. Now the weather is settled, uniform and sunny, while much of the Spring weather is damp, cloudy and uncertain, hindering successful painting and causing trouble with varnish. A house in need of painting should never be allowed to go over the winter without this protection. Vines taken down in the Spring will fail to trail themselves properly all Summer, while vines taken down now will trail perfectly next Summer. In addition, a house needs a protective coat of paint more in winter months than at any other time.

Names of Possible Customers.

Once you have the names of the owners of the vacant houses, get after them with personal calls or

letters, pointing out how much more readily the property may be rented if fixed up in decent shape. Point out, also, that while a house is vacant, there is no money coming in, while the owner is signing cheques for insurance and taxes.

Money spent in decorating a house is a good investment. Here is a case in point. The writer knows of a man who owns a solid brick house, for which he said he would accept \$4,000. He (the writer) pointed out to the owner that if he would spend a couple of hundred dollars on exterior and interior decorations, the property would probably realize \$4,500. The man took the advice and spent in the neighborhood of \$150. Three weeks later a real estate dealer offered him \$4,600. He refused the offer and still owns the house. Now, his slogan is, "Paint. It pays."

A BRACE OF NEW TRAVELLERS.

The Sherwin-Williams Co. of Canada, Ltd., have announced the appointment of two new representatives in the Ontario Division, Messrs. R. J. Hunter and W.



W. G. MCINTYRE

G. McIntyre, who will make their headquarters at No. 86 York Street, Toronto, the Ontario offices of The Sherwin-Williams Co.

Mr. R. J. Hunter is well known to the hardware trade, as he has been travelling for the past twelve

years in the saw business. The last few years he has represented E. C. Atkins & Co., saw manufacturers, Hamilton, and has been travelling in the Maritime Provinces. Previous to his connection with E. C. Atkins & Co. he represented R. H. Smith & Co., of St.



R. J. HUNTER

Catharines. Mr. Hunter has been a successful salesman and the experience that he has gained during the past few years should enable him to make a big success in his new connection.

Mr. W. G. McIntyre has been travelling in Western Ontario for about nine years. During the past four years he has represented a Berlin manufacturing house. He is very well known on the territory which he will cover for The Sherwin-Williams Co.

Both Mr. Hunter and Mr. McIntyre attended the annual Salesmen's Convention of The Sherwin-Williams Co. in Montreal during the week of the 20th ult.

CULTIVATE THE PROPERTY OWNER TRADE.

Pratt and Lambert's "Selling Power" says that now is the time to get after the property owners to use varnish, enamel and paint. Have you a mailing list of property owners? Why not compile one from the tax list, and mail a letter, or a series of letters to these people, on varnishing the floors—white enameling and re-varnishing rooms—painting the outside of their houses, etc., enclosing one or two color cards, slips or folders with each letter? This list should not be compiled from the voting list as you would get a lot of boys living at home and single men living in boarding houses.

The following is a suggested letter which need not be followed word for word but can be used in whole or in part, just as fits your individual needs. It will serve as a pattern on which to base your letters to property owners.

Dear Sir:

Paint this Fall. It's the best time. The weather is settled now, making more perfect results possible than in unsettled weather.

If it needs it, don't let your house go over the severe wear and tear of the winter without the protection of a coat of paint. It will cost more to paint it next Spring—just because you let it go. Besides, the elements will cause rot and deterioration in the wood—

and that will soon mean a big bill for carpenter work to replace rotten boards. Save money all around by having your house painted now.

How about the inside of your home? Floors—are they dingy and shabby—same with woodwork? Why not have them brightened up with a coat of varnish—made cheerful and home-like for the coming Winter when so much of your time will be spent indoors?

If you have tenants why not fix things up for them now—that'll help insure their staying next Spring and incidentally perhaps help you to get a little more rent then.

We sell ——— celebrated house paints, varnishes and white enamel. On the materials used depends the whole success of a painting job. To insure the utmost wear and satisfaction, let us supply you with these materials. If you will not do the work yourself, furnish them to your painter yourself so that you'll be sure that they're used.

Do you want a good painter? We can recommend:

Mr.

Mr.

(Put in names of good local painters who buy from you.)

These men use these painting materials we mention. Give them a trial. You'll not be disappointed.

Very truly yours,

Benjamin Bury & Co.

TRAVELLERS IN NEW TERRITORY.

Two changes have recently been made in the paint manufacturing trade. W. T. Fleming, Belleville, Ont., has joined the travelling staff of Brandram-Henderson, Limited, and will cover the territory between Toronto



Where the representatives of the Sherwin-Williams Co. held their meetings. Note the motto.

and Kingston. Mr. Fleming is a good paint salesman and knows his territory thoroughly.

A. M. Towe, of the Pinchin, Johnson Co. (Canada), who has represented that firm around London, Ont., for some time, has taken over the north-western section of this province. He will, however, still look after the firm's interests in his old stamping grounds.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The Buffalo Sled Co., North Tonawanda, N.Y., are putting on the market the new Auto Wheel, roller-bearing coasting waggon here illustrated. They pronounce this "the strongest, best constructed, easiest running and most reliable coaster waggon ever presented to the trade." Users everywhere speak of the new product in glowing terms.

The wheel of this waggon is of the standard automobile type. The hub and bushing are of cold rolled pressed steel. The spokes are of well-seasoned, second



growth white ash, ovalled, mitred and machine riveted in hub, with bushing turned over the ends. The felloe is $\frac{1}{2}\frac{3}{4}$ in. with tire of $\frac{1}{8}\times\frac{3}{4}$ in. flat steel, electrically welded, and shrunk on felloe by hydraulic pressure, with no nailing or riveting. It can never shrink loose or come off, and it also insures a perfectly true wheel. The bearings are hard-drawn Bessemer steel rollers, running on cold-drawn, absolutely true steel axles. Dust caps protect hubs and bearings from dust, dirt and grit. Cotter pins are used instead of nuts because they are equally efficient and can be more easily replaced if lost. Finish is two coats of bright vermilion, striped in black, and varnished. Descriptive circulars will be sent on request.

The Marble Arms & Manufacturing Co., Gladstone, Mich., advise that the Marble-brayton auxiliary cartridge is now adapted to the Savage .22 H.P. Although of different construction than the auxiliary for the 25-35, 30-30, 303, 30-40, .32 W.S. New Springfield and Winchester 30 government model, it can likewise be fed through the magazine as well as singly through the breechblock. The bullet engages with the rifling exactly as would the more costly standard rifle cartridges projectile. The bullet will not strip, upset, be deformed, or lead the barrel. Miss-fires are impossible, because a secondary firing-pin in the auxiliary responds instantly to the impact of the rifle's own firing-pin. This cartridge is popular with military marksmen as well as with sportsmen, as it makes their high-powered rifles available for target practice around camp in inclement weather.

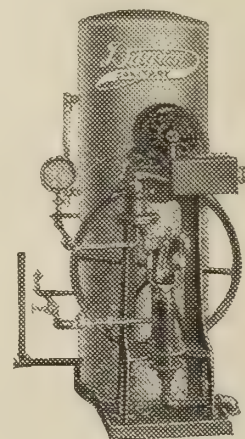
The Chicago Flexible Shaft Co., 614 LaSalle Ave., Chicago, Ill., are now manufacturing the "Duchess" automobile heater. This is a foot warmer intended to bring comfort to motor car owners and others who have driving to do during the cold weather. The ends of this heater are of rolled and stamped metal, quadruple nickel plated. It has both sides and end adjustable ventilators to regulate the heat perfectly. The

cover is a rich maroon velvet plush. The heater is 24 inches long and weighs 12 pounds. For fuel, the Clark prepared brickettes are used, and no odor, smoke or gas is given out. Literature describing this heater may be had on request.

SMALL MOTOR-DRIVEN HOUSE-PUMPS.

There is a constantly increasing demand for small motor-driven pumps for service in residences, offices, apartments, factories, farms, and public institutions. The development of the small motor as a reliable and efficient means of obtaining power at low cost has been, in a large measure, responsible for this demand. The engine-driven pump and the old style windmill are gradually passing away as old and out of date.

These small pumps make it possible to obtain soft water for the bathroom and the laundry where the city and artesian water is hard and unfit for domestic use. A small pump designed especially for a pneumatic system for supplying water to one bathroom, and other inside plumbing fixtures with which the average home is equipped is shown in the accompanying illustration. House-pumps of this design are usually arranged to operate from an ordinary light circuit with a snap switch or to be self-regulating by the use of pressure switch which automatically regulates the starting of the motor and pump. The water is pumped from the well, cistern, river, or lake into the tank. When water is pumped into an empty pneumatic tank the air already in the tank is compressed into a smaller space in the upper part, the water occupying the lower part. The service line runs from a tap at or near the bottom of the tank and when the faucets are opened the air pressure in the tank forces the water to the point of delivery. As the quantity of water in the tank is reduced the air pressure rapidly falls off and some means has to be provided for keeping this pressure constant within certain predetermined limit. The automatic pressure regulator accomplishes this and may be adjusted for whatever range of pressure is desired. Pumps rated at 120 gallons per hour are usual for average service conditions where the vertical suction lift does



not exceed 22 feet. It will deliver the water under sufficient pressure to any of the rooms at an even pressure of from 30 to 35 pounds or whatever the regulator is adjusted for.

House-pumps may also be arranged for service in connection with an open attic tank in which case an automatic float switch may be used. For one bathroom and the average residence plumbing fixtures, a maximum elevation of 70 feet vertical above the pump is permissible.

Judge us by our Product

—acquaintance substantiates our claims



In paint making—in varnish making, there are so many opportunities for the substitution of inferior materials, so many ways where the method of manufacture may be cheapened, that it behooves every dealer to investigate and compare Paint and Varnish values on a basis of service results.

Every painter who has used "High Standard," every dealer who has sold "High Standard," every person who has taken the time seriously to investigate and compare "High Standard" Products with other paints and Varnishes, is a "High Standard" enthusiast.

No other paint or varnish will satisfy when once a man has had a demonstration of "High Standard" service and satisfaction. Have us prove the merits of our proposition. Get the whole story, then let facts not claims decide.

Low Brothers
LIMITED

TORONTO

Dayton
Boston

New York

Chicago
Kansas City

LYON-MONKHOUSE, LIMITED
WINNIPEG, MAN.

Sell

Glidden

Green Label Varnishes

Because The Quality Makes Them Stay Sold

Ask
Us
About
Glidden
Endurance
Wood
Stains

THE headline of this advertisement tells the whole story. We could write a volume about Glidden discounts and Glidden terms and we could show you in plain figures how very profitable Glidden Green Label Varnishes are for you to handle. We could write another volume about Glidden advertising and Glidden co-operation, but the whole milk of the cocoanut is just this: It is good business for you to sell Glidden Green Label Varnishes because the **quality makes them stay sold.**

Write for full information of our unusual offer to the trade. Use the attached coupon.



The Glidden Varnish Company
TORONTO

FACTORIES

Cleveland, Ohio

Toronto, Canada

BRANCHES
Chicago

New York

London

The
Glidden
Varnish Co.
Toronto, Ont.

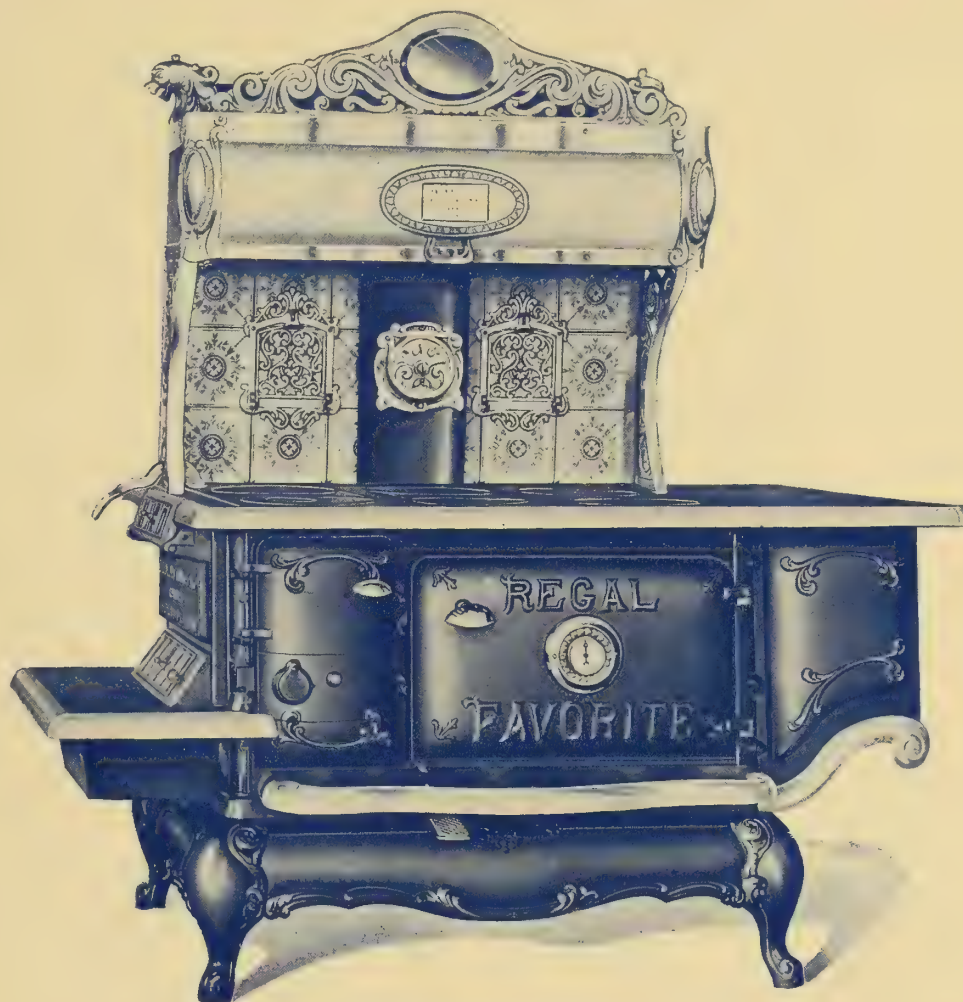
Gentlemen: - Send me full information concerning your unusual offer to the trade on Green Label Varnishes and Endurance Wood Stains.

Name

Address

THE REGAL FAVORITE

Has class and individuality and is specially built to meet the requirements of the rural districts of Canada. It has a **large roomy top, large square oven.** The **firebox for wood** is long and spacious. The **firebox for coal** is constructed to keep a continuous coal fire night and day with a minimum amount of fuel.



Burns Either Coal or Wood

The **Regal Favorite** is distinctively a farmer's range and the dealer who secures the sale of it is sure to command the country trade for his district.

There is nothing on the market to compare with it for the purpose for which it was built. Dealers who bought a sample range early in the season are writing and wiring orders every day for more of them.

Made in Two Sizes, 19 and 21 Inch Ovens

FINDLAY BROS. CO., LIMITED

Carleton Place, Ont. and Winnipeg



Quicken Your Service

Modern stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse old methods.

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and you can make more money.

Ask us to send our representative to study the needs of your store.

WRITE FOR FREE BOOKLET

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory: Toronto

MOFFAT'S NEW CUPALO.

The Moffat Stove Co., Limited, Weston, Ont., have just erected a new melting cupalo. It has a six-foot shell, and will at least double the company's melting capacity. They have also recently put in an additional electric welding machines. Early in the summer, it will be remembered, the company added a new molding shop to their plant.

PERTINENT QUESTIONS.

Is my store front as attractive as any other in town?
Do I trim my windows every week and keep them looking fresh and clean?

Is my stock kept straight and in order?

Have I the very best possible arrangement in my store?

Are there any stickers in my store that should be sold now?

CHINESE APPROPRIATE STOVE PATTERNS.

There is a large market for cheap stoves among the native population of North China. The Chinese workman, however, is a very good imitator. He will take an imported stove, take it apart, and use the pieces as patterns for casting. The Chinese shops are full of imitation stoves made in this way. These are sold at prices so low that it would be impossible to make cheap stoves and sell in competition.

KNOW THY GOODS.

In order to become a successful salesman, one must study his goods and know them thoroughly. It is not sufficient to tell a customer a certain article will do this or do that, simply because the catalogue says so. Much better results will be obtained if the dealer will take the article and try it out for himself. He will then be in a position to talk more intelligently on the good points of said article. Take, for instance, a vacuum cleaner. A dealer could go along, talking parrot fashion, and bringing out the various points as contained in the manufacturer's catalogue. But how much better it would be were he to take a machine to his home, use it for a while and become thoroughly acquainted with the work it will do. He would then be able to talk from actual experience and not have to adopt that "Well, the catalogue says so" attitude.

To show that it pays to study one's goods, a case in point is given in the experience of McNab Bros., hardware dealers, Orillia, Ont. Last year, this firm sold 12 oil stoves during the season. One of the members of the firm, D. A. McNab, took one of these stoves for use in his own home. It pleased him well and he became so enthusiastic over it that this year the firm made stronger efforts to increase their sales on the line. As a result of good, hard work, they have sold so far this season, 72 stoves. This number will certainly be increased before the year is out.

HIGH STANDARD PAINT IN B.C.

Arrangements have been completed for the distributing of Lowe Brothers "High Standard" paint products throughout British Columbia with The Johnson Paint & Varnish Company, Limited, of Vancouver.

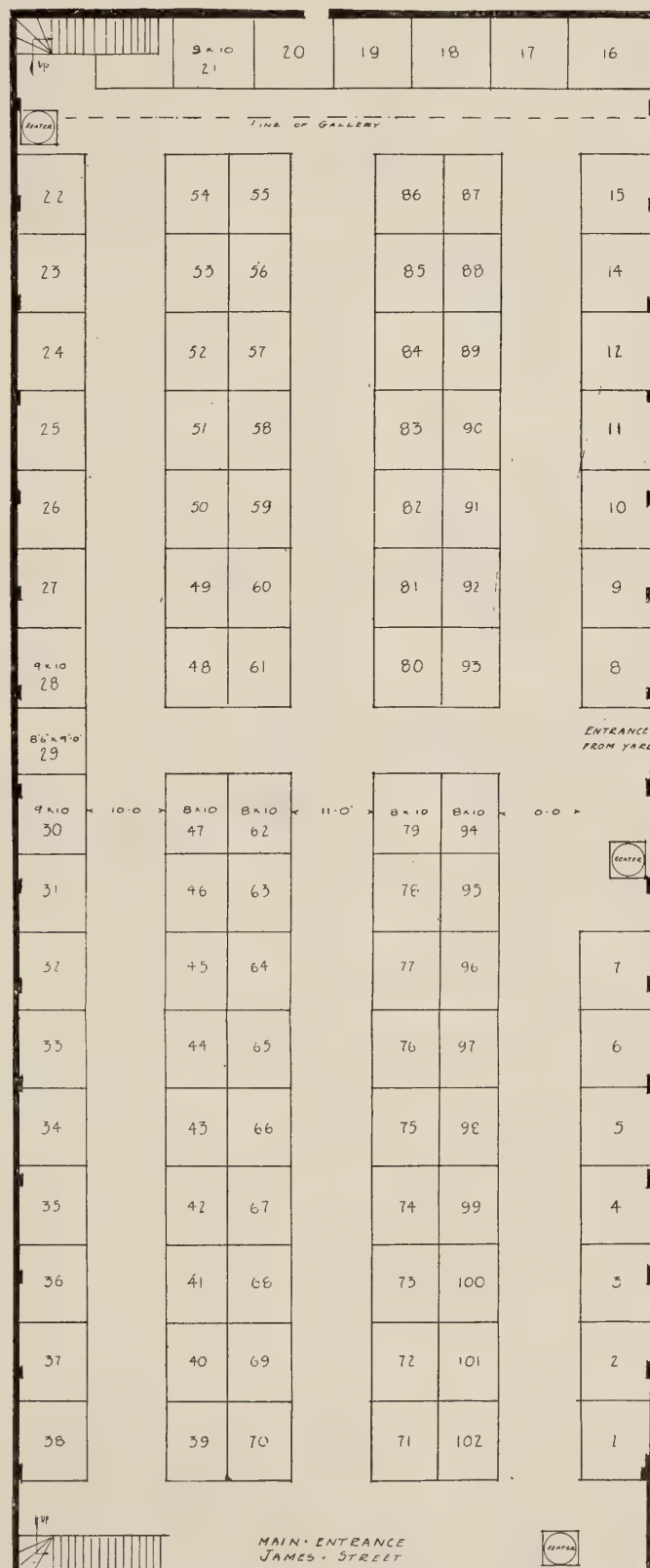
Mr. H. N. Boulton, the secretary-treasurer of the concern, spent a few days in Toronto this week, en route to New York.

Mr. Boulton is certainly a Western optimist and most

sanguine about the great possibilities of business in British Columbia.

The Company are now located in their new quarters at 54 Cordova St. East

Life is not so short but that there is always time enough for courtesy.—Emerson.



Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The National Mfg. Co., Sterling, Ill., have issued a handsome poster hanger, illustrating their complete line of builders' hardware and hardware specialties. The hanger measures 37 inches long and 22 inches wide and is sufficiently attractive to arrest attention and aid materially in the sale of the line.

The Plymouth Cordage Co., Welland Ont., are sending to dealers a well gotten-up booklet containing practical suggestions for making window displays of rope. The book is well illustrated and shows many good displays. A copy may be had on request.

The Star Expansion Bolt Co., 147-49 Cedar St., New York City, have just issued a pocket size booklet containing illustrations, descriptions and prices of the various Toggles on the market. Copies are free.

The Arcade Mfg. Co., Freeport, Ill., are sending out a handsome 236 page catalogue. This firm manufactures coffee mills, mops, medicine cabinets, paper cutters, towel rollers, cork pullers, lid lifters and stove pokers, stove trucks, door bells, sash lifts, soldering sets and many other specialties.

The Supplee Hardware Co., Philadelphia, Penn., have issued a well-illustrated and handsome catalogue describing their "Pennsylvania" lawn mowers. A large assortment, calculated to meet every want in the mow-or-line, is shown and weights, sizes and prices are given.

The Chicago Spring Butt Co., Chicago, Ill., have issued their catalogue No. 29, which should be in the hands of every hardware retailer. The book is well gotten up and reading matter and illustrations are well brought out. The firm are now marketing their "Triplex" spring hinges. The body of this latest production is made of one integral piece and is of unique formation, permitting of the use of heavy metal in the entire construction with three-ply of heavy metal at the end portion between the barrels. There are many other good points, particulars of which may be had on request.

Iver Johnson's Arms and Cycle Works, Fitchburg, Mass., are publishers of a new catalogue, which, besides containing descriptions and illustrations of their line, gives valuable information on salesmanship. Copies may be had free of charge.

The Toledo Cooker Co., Toledo, Ohio, have devised a novel window display for the "Ideal" floating aluminum coffee percolator. This consists of a circular trough, made of tin, 3 inches high, 3 inches wide and 2½ feet in circumference around a pyramid of coffee. The trough rests flat in the window and is filled with water. In the water is placed about a dozen percolators. There is a strong electric fan blowing against the outside of the trough at such an angle as to keep the floating percolators in motion all the time. Appropriate cards to complete the display are included.

The Detroit Vapor Stove Co., Detroit, Mich., have issued their 17th annual catalogue containing illustrations, descriptions and prices of their line of gasoline and oil ranges, stoves and ovens. Various parts required for the different lines also are listed.

The Pike Manufacturing Co., Pike, N.H., have issued a booklet called "Trade Helps From Pike," in which is described the material which this firm is furnishing dealers

who are handling their line. This includes a large window trim, a demonstrating stone, store cards, street car cards and various booklets advertising their goods.

MEAKINS' NEW WAREHOUSE.

Meakins & Sons, brush manufacturers, Hamilton, Ont., are opening a sales-warehouse in London, Ont., in the building recently vacated by Thos. Bryan, Limited. The new place was opened the first week in November.

Buyers of brushes, brooms and door mats in London and vicinity will find this a great convenience.

This firm now has warehouses in Montreal, Toronto, Hamilton, London and Winnipeg.

NEW REFRIGERATOR

An American manufacturer is turning out an adjustable window refrigerator, which, he claims, is the only one on the market. This is made of rust-proof, galvanized sheet steel and a shelf, easily removable, increases the capacity. It can be attached to any window. Two long screws which are furnished with the box are inserted from the inside and hold the box securely to the window frame, thus making it impossible to remove it from the outside.

This offers an idea to hardware dealers who could easily make these when business in the tinshop is dull during the winter months, or else they could be made in large quantities by some Canadian manufacturers.

J. E. AUGER.

For the seventh time during the 12 year he has been with the Sherwin-Williams Co., J. E. Auger occupies the position of leading salesman on the firm's staff all over the world.

Mr. Auger is a French-Canadian, born near Mont-



J. E. AUGER

Salesman for Sherwin-Williams Co., Montreal, Que.

real. His territory includes the Island of Montreal. He knows the paint business from A to Z, having travelled all over Europe, where he has picked up much valuable information regarding European methods of paint, varnish and enamel manufacturers.

Mr. Auger sails for the Continent on Nov. 14, and will be gone a couple of months.



Specialties

That bring the Paint Trade to
your Store.

They have the Sherwin-Williams
quality and push
behind them

S.W. Aluminum Paint. This is the finest liquid Aluminum Paint on the market. It produces the most excellent results both inside and outside, and is specially adapted for use on radiators, ranges, steam, gas and water pipes, boilers, etc. Extreme heat or cold does not blister, crack or peel it. There is no disagreeable odor and it has great spreading capacity because it is ground very fine and is thoroughly mixed. This is a specialty that has a steady sale.

S. W. Stove Pipe Enamel. This enamel is adapted for use on stove pipes and similar surfaces that are subject to much heat. It produces a lasting black gloss which protects the surface as well as giving it a good appearance. When applied while the metal is warm it will not smoke and if allowed to dry for 24 hours before subjecting to high temperature, it will produce a better surface and will outwear any other enamel on the market. There is always a demand at this time of year for this product.



SHERWIN-WILLIAMS PAINTS & VARNISHES



Address all inquiries to *The Sherwin-Williams Co. of Canada, Limited*, Montreal, Toronto, Winnipeg, Vancouver

Canadian Trade News

By smashing a large plate glass window in the door, thieves managed to obtain an entrance into Jas. Wilkins' hardware store, 36 West Market St., Toronto. Not much was taken, however.

The stock of the Colp Hardware Co., Bow Island, Alta., was recently disposed of.

J. C. Johnson is starting a combined hardware and grocery store in Vancouver, B.C.

Wm. H. Boomer, tinsmith, died at St. Thomas, Ont., from injuries received by falling off a roof on which he was working.

Robt. Alder Wood, of the wholesale paint firm of Stewart & Wood, Toronto, died at his home recently. Mr. Wood was well known in the trade and his loss will be sadly felt. Heart failure was the cause of death.

H. F. Richardson, Vulcan, Alta., is building a large addition to his store. This will be used for implements.

The Harriston Stove Works, Harriston, Ont., which now employ 35 men, will increase its plant and 100 men will be carried on the pay roll. Plans for the proposed extension are now in course of preparation.

Hhe Morley Twine & Machinery Co., Sioux City, Iowa, have purchased a five acre sight at Moosejaw, Sask., and will immediately start the erection of a plant to turn out twine for the 1913 crops. The firm will employ 100 men. The industry will be capitalized at \$500,000 and will be known as the Canadian Cordage Co., Limited.

F. L. Shillington, who, for the past two years, has been general manager of the Cochrane Hardware Co., Cochrane, Ont., has resigned his position and left for Vancouver, where he will start in the manufacturing business. His successor has not yet been appointed.

W. H. E. Graham, Rosetown, Sask., spent a few days at his old home in Lindsay, Ont.

Gurney & St. Germain, Edmonton, Alta., have taken over the business of L. Gully & Co., at Vegreville, Alta.

Geo. Trudell and Ald. R. C. Eckert, of London, Ont., have purchased the plant of the defunct Chelsea Green Hardware Co., Chelsea Green, Ont., and as soon as new machinery can be installed will start the manufacture of various hardware specialties. The company will start with quite a large staff of men and it is expected it will turn out to be one of London's biggest industries.

Samuel Fuller, late post master at Stratford, Ont., and for many years in the hardware business in that city, passed away recently. The late Mr. Fuller was in his 75th year.

Elz. Boivin, D.L.I., of the wholesale hardware firm of Coti, Poivin & Co., Chicoutimi, Que., has secured an option on 225 feet of property at Camrose, Alta., on which he intends to erect a wholesale hardware house. Mr. Boivin is inventing a new system of metal construction of buildings and hopes to be able to utilize this in putting up a building this Fall.

The Moffatt Stove Co., has moved its Winnipeg warehouse from Princess St. to Banantyne avenue East.

The James Ramsey Co., Edmonton, Alta., recently opened a hardware department, carrying a full line of hardware, sporting goods, glass ware and china, under the management of G. A. Booth, formerly with Hale Bros. (inc.), San Francisco, Cal. Mr. Booth has been connected with the hardware trade since his early youth.

The Capital Roofing & Cornice Co., Ottawa, Ont., has obtained a charter.

Fire which started on November 3, in the plant of the Canadian Bag Co., Point St. Charles, Que., did considerable damage to the plant of the Canadian Consumers' Cordage Co. The damage to the two factories totals \$300,000.

A. E. Ducklow has succeeded E. T. Parkinson as manager of E. A. Walker & Son's hardware and furniture store at Grenfell, Sask.

E. A. Esbach, salesman for the Fawcett Hardware Co., Tweed, Ont., was recently married to Miss Lucy Baskey, of Flinton, Ont.

W. T. Ratz, the new proprietor of the hardware store at Fordwich, Ont., is now doing business in plumbing, heating, etc.

Dilley & Moore, hardware dealers, Hanley, Sask., are moving into new premises.

Wilson Bros., have succeeded A. A. Dickson, hardware and general store, Irma, Alta.

NEW BUYERS AND ONTARIO CHANGES.

Ontario.

Stratford.—Brickman & Kennedy dissolved partnership, Denis Kennedy continuing.

Otterville.—Geo. McLean gone out of business.

Wheatley.—Dobbyn Bros. sold out.

Fordwich.—Fred. Adams sold out.

Manitoba.

Edam.—G. F. Carter succeeds F. J. Clark.

Winnipeg.—B. Petursson, hardware and groceries, has sold grocery stock to W. Petursson.

Rosenfeld.—E. J. Weber sold hardware stock to — Johnston.

Saskatchewan.

Carnduff.—E. J. Hunter succeeds Shortreed & Co.

Holdfast.—A. & F. Martz succeed U. J. Souply.

Battleford.—White & Jolliffe opening store.

Khedive.—L. B. Jacques opened store.

McTaggart.—Thos. Moffett & Co., reported sold out.

Wadena.—H. A. McKenzie sold out to a Minneapolis firm.

Laird.—Isaac T. Penner is in his new store.

Fisk.—Fisk Hardware Co. commenced.

Battleford.—White & Jolliffe opened store.

Alberta.

Hanna.—Campbell & Horner opened store.

Elnora.—W. Hannams commencing.

Irma.—A. H. Dickson gone out of business.

Vegreville.—Gurney & St. Germain succeed L. Gully & Co.

Edson.—Holstein & Joel succeed A. W. Miller.

British Columbia.

Vancouver.—Wm. Johnson succeeding Hayton & Johnson.

Nelson.—H. E. Kelly admitted as partner in Nelson Sporting Goods Co.

CHANGE IN OLD HARDWARE FIRM.

The firm of Neveux, Clinton & Baxter, one of Windsor's leading business concerns, and an old-established hardware firm, has dissolved, N. J. Clinton and John Baxter having retired from the business.

The firm will now be known as the Baxter Hardware Co., Limited, with Chas. Baxter as president and R. G. Baxter as secretary.

Jamieson's Floor Enamel

Is far superior to any floor paint and once a customer of yours uses it you would have hard work selling him a substitute.

It dries quickly, takes a high gloss, wears like iron and will stand repeated washing.

A stock of this won't stay on your shelves because it is the best finish for floors, porches, verandahs, etc., obtainable.

*Comes in seven shades
and is a good profit line*

R. C. Jamieson & Co., Limited, Montreal

Established 1858

Owning and Operating P. D. Dods & Co., Limited



Here is the Evidence on B-H "ENGLISH" PAINT

Every can of B-H "English" White Paint that leaves one of our factories bears the following guarantee:—

We guarantee this B-H "English" White Paint is made from Brandram's B.B. Genuine Government Standard White Lead and Pure Zinc White in the following proportions:

70 per cent. Pure White Lead
30 per cent. Pure White Zinc
(100 per cent. Pure)

Mixed ready for use with Pure Linseed Oil, Turpentine and Dyer.

On every can of B-H "English" Paint where the shade can be made on a white base there is a guarantee label reading as follows:—

We guarantee the white pigment forming the base of this paint is made from Brandram's B.B. Genuine Government Standard White Lead and Pure White Zinc, in the following proportions:

70 per cent. Pure White Lead
30 per cent. Pure White Zinc
(100 per cent. Pure)

The various shades are arrived at by adding Tinting Colors, and mixed ready for use with Pure Linseed Oil, Turpentine and Dyer.

B-H "ENGLISH" PAINT will be sold in your town. If the Agency is still open you have the opportunity of securing it. Write to-day for complete agency proposition. Address our nearest office.

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

Market Situation

The Metal Markets.

The general trend in the metal markets is towards decided firmness. The exceptional demand that has prevailed all year still keeps up and stocks are fast dwindling. Sales on all lines have reached phenomenal proportions. Supplies that were stored to fill Fall and Winter orders are down almost to rock bottom and it is hard to foretell what the situation will be in a short time. Prices remain practically unchanged, although Appolo sheets have taken a slight advance.

The elections in the States had a slight effect on local markets, but the results were not noticeable. A little dullness was felt during the week preceeding Nov. 5th, but not much damage was done.

The copper market is active and a good trade is being done. The outlook is for a continued firm market, but advanced prices are not looked for at least not right away.

Lead is weaker. Larger quantities are now being offered and it is thought that the producers have caught up to the demand in that line. Prices still hold firm, however, and no reduction is anticipated.

Tin is brisk but there has been no change in price. It is rumored in some sources that supplies are fast dwindling, but this is denied by some dealers.

The demand for pig iron still continues active and most furnaces are booked up till July 1st of next year. Prices are firm.

Spelter is firm, with no change in prices.

Antimony has taken a slight advance and the market remains firm.

Sheets and plates are moving well and the market possesses a firm tone.

* * * *

The Hardware Markets.

Trade generally is excellent and the market on all lines shows a decided tendency to advance. Increased cost of raw material and increased cost of skilled labor is given as the cause of this. The latter is really the big item that is causing the upward tendency. Manufacturers of general hardware lines are finding great difficulty in getting labor, to what they do get they have to pay much higher wages. One man expressed the opinion that prices on general lines next Spring will be 15 or 20 per cent. higher than they are at present.

Bookings for next Spring delivery are coming in freely. With the jobbers it is not a question of getting the business but of trying to cover up with the manufacturers what they are getting.

There has been another advance in the price of wire nails.

A good sorting trade is being done in guns, rifles, ammunition and game traps. This season has been an excellent one for these goods and all dealers have experienced a big trade. Skates, hockey sticks and other Winter sporting supplies are now going out freely and indications are that a big business will be done this season.

Christmas goods, such as cutlery, cut glass, silver-plated ware and brassware, are in big demand. Cutlery is moving very freely in spite of increased prices.

Builders' hardware, such as locks, door knobs, letter boxes, hinges, and other finishing materials are in big demand now that building operations are nearing completion.

Heavy hardware is in great demand for this season of the year. This is probably caused by the advance in prices expected next Spring. Prices on all metals for future delivery are much in advance of what they have been and it is almost certain that all lines of heavy hardware will cost more next Spring than they do now.

There has been an advance in the price of nuts and bolts and the new list is as follows:

Carriage bolts (\$1.00 list), $\frac{3}{8}$ in. diam. and smaller, 60 and 15 per cent.

Carriage bolts (\$1.00 list), 7-16 in. diam. and larger 55 per cent.

Machine bolts, $\frac{3}{8}$ in. diam. and smaller, 65 and 5 per cent.

Machine bolts, 7-16 in. diam. and larger, 57 $\frac{1}{2}$ per cent.

Sleigh shoe bolts, $\frac{3}{8}$ in. diam. and smaller, 55 and 10 per cent.

Sleigh shoe bolts, 7-16 in. diam. and larger 50 and 5 per cent.

Coach and lag screws, 70 and 10 per cent.

Skein bolts, 70 and 10 per cent.

Square head blank bolts, 57 $\frac{1}{2}$ per cent.

Bolt ends, 57 $\frac{1}{2}$ per cent.

Plow bolts, 55 and 5 per cent.

Elevator bolts, 60 per cent.

Fancy head bolts, 50 per cent.

Shaft bolts (\$3.00 list), 50 per cent.

Slip bolts, large head (\$3.00 list), 50 per cent.

Whiffletree bolts, 50 per cent.

Nuts, square, 4c. off list.

Nuts, hexagon, 4 $\frac{1}{4}$ c. off list.

* * * *

Paints and Oils.

Business in general lines continues good, but trade in the prepared paint is beginning to slacken off. It has kept up much longer than usual this season, however, on account of the backward seummer and the prolonged fine weather during the Fall.

Linseed oil has declined greatly and is now quoted at 69 cents for raw and 72 cents for boiled, in barrel lots. Advices from both the Canadian and American west give promise of a bumper crop of flax seed. The price for future delivery is no lower than for the present, so it does not look as if it will decline any further. However, it is a rather uncertain market and it is hard to say just what may happen.

Turpentine is now quoted at 62 cents a gallon, in barrel lots. This is a slight advance over last quotation, but this is the rule at this season of the year. It is altogether likely that the price will be higher before long. It is certain that it will not be lower, at least for some time to come, as producers will have to wait till next April to see what the crop will be like.

White lead remains at \$8.40 and is still very firm. At present there is no prospect of a change in price.

Glass is still selling at \$3.60 base, which is equal to about 15 per cent. off the list. Some dealers are selling at 20 per cent. off. Prices are likely to go higher as stocks will be getting lower and there is no prospect of any further deliveries coming forward in the near future, at least not in any quantity.

Putty is in active demand and prices remain firm.

There is no 'Equal'
"QUEEN'S HEAD"



Galvanized Iron

Standard the World over.

DO YOU STOCK "QUEEN'S HEAD"
 FOR YOUR CUSTOMERS?

JOHN LYSAGHT, Limited
 Makers
 Bristol, Newport

A. C. LESLIE & Co., Limited
 MONTREAL
 Managers Canadian Branch

S

ELL Paint in the Win- ter Season for Interior Decoration by carry- ing a Full Line of our Famous **FLOGLAZE**

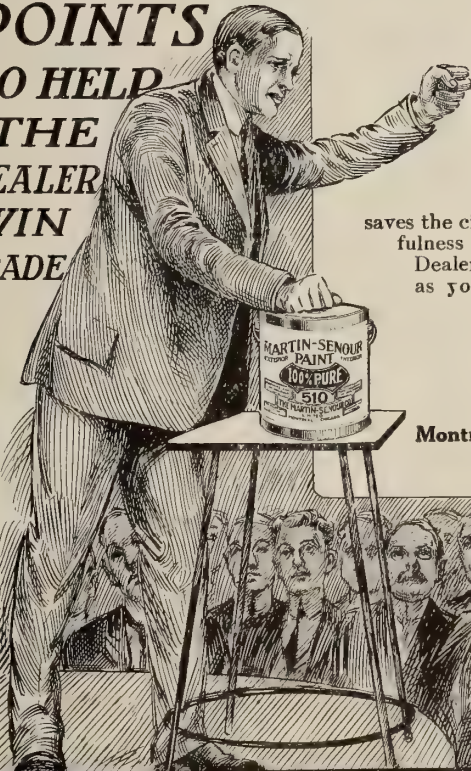
Made in 29 Shades, including White and Black

This line is for outdoor or indoor use. Beautiful shades in lac for woodwork and furniture. Opaque shades for floors, windows, etc. Dead and gloss whites for enameling. Dead and gloss blacks for refinishing iron work, piping, etc. This line is hard-wearing and of high finish—one of the few all-the-year finishes for your paint dept.

WRITE US FOR COLOR CARDS, PRICES
 AND SAMPLE CAN

THE
IMPERIAL VARNISH & COLOR CO.
 LIMITED
 WINNIPEG TORONTO VANCOUVER
 CANADA

**SELLING
 POINTS
 TO HELP
 THE
 DEALER
 WIN
 TRADE**



THE PROTECTION OF PAINT

The dealer has a mighty strong argument for business who talks the value of paint as a protector. Paint protects against wear and decay.

MARTIN-SENOUR PAINT

100% PURE

saves the citizens of Canada thousands of dollars every year in the added life and usefulness it gives to all sorts of paintable property. Use this argument, Mr. Paint Dealer—sell MARTIN-SENOUR Paints and Varnishes then your profits will grow as your customers see the saving. Write today for our dealers' proposition.

The Martin-Senour Co. Limited

Pioneers of Pure Paint

Montreal

Chicago

Winnipeg

Lincoln

PREVAILING MARKET PRICES.

Toronto, November 8th, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 25
Antimony, per lb.	0 11
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 18½
Sheets, plain, 14 oz. base	0 26
Sheets, tinned, 14 oz. base	0 27
Sheets, polished, 14 oz. base	0 34
Sheets, braziers	0 26
Bars, round ½ to 2 in. .	0 24
Black Sheets, 28 gauge base,	
Toronto	2 80
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, To-	2 90
ronto	
All bright, 52 sheets. .	4 25
Galvanized Apollo Ordinary	
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 40

Galvanized Sheets (Corrugated)—	
22 gauge, per square	6 10
24 gauge, per square	5 00
26 gauge, per square	3 85
28 gauge, per square	3 65

Galvanized Sheets, Fleur Queen's	
de Lis Head	
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less.	4 35
Apollo brand	
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English) ..	3 95
10% oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—	
Black, base, 1 inch.	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soll Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	21 00
Middlesboro, No. 3	24 25
Radnor (charcoal)	32 50

Lead, Canadian pig.	6 50
Imported pig, 100 lb.	6 50
Bar pig	6 50
Sheets, base, 2½ lb. sq. ft	7 50
Pipe and waste	9 00
Traps and bends	80 p.c.

Solder, half and half, lb.,	30
Spelter, foreign, per 100 lb.	7 00
Sheet Zinc	8 50
Tin, ingots, 100 lb.	53 00

Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	
Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Re-	
tained.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard Quality.

I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.	
I C, 14x20 base	4 35

Terne Plates.	
I C, 20x28, 112 sheets. .	7 50
I X, Terne Tin	9 00

Charcoal Tin Boiler Plates.	
I X X, 14x60, 50 sheet	
bxs	7 00

Tinned Iron.	
72x30 up to 24 gauge,	
case lots	7 75
72x30 up to 26 gauge,	
case lots	8 50

Scrap Metal, Dealers' Buying Prices—

Heavy Copper and Wire lb.	13
Light copper bottoms ..	10½
Heavy red brass	11
Heavy yellow brass	
Light brass	06½
Tea lead	02½
Heavy lead	3½
Scrap zinc	4½
No. 1 wrought iron	8 00
Machinery cast scrap.	
No. 1	14 50
Stove plate	13 00
Malleable	9 00
Miscellaneous steel	6 00

PAINTS AND GLASS.

Barn Paint, barrel lots—	
Gallon tins	1 00

Chemicals, in casks, per lb.—	
Arsenate of lead	0 10½
Sulphate of copper (blue	
Stone)	0 06
Litharge, ground	0 09
Litharge, flaked	0 10
Green copperas (green	
vitriol)	0 61
Sugar of Lead	0 09

Colors in Oil—	
Venetian red, 1-lb. tins,	
pure	0 12
Chrome, yellow, pure ..	0 20
Golden ochre, pure	0 13
French ochre, pure	0 12
Chrome green, pure	0 10
French permanent green,	
pure	0 15
Marine black, 25 lb. irons	0 09
Signwriters' black, pure. .	0 17
Glue, in sheets	0 10
1 lb. packages (Brantford)	0 25

Petroleum—	
Can. Prime white, gal. .	0 12
U.S. Water white	0 13½
U.S. Pratt's astral	0 15½
Castor oil, per lb., in	
bbls.	0 08
Motor Gasoline, single	
bbls.	0 17½
Benzine, per gal, single	
bbls.	0 15½

Putty—	
1st.	
Bulk 100 lb. drums	3 50
Bladders in barrels.	3 75

Ready Mixed Paints—

Per gallon, qt. tins. 1 65	2 00
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Red Lead (Dry)—	
Genuine, 560 lb. casks,	
per cwt.	
Genuine, 100 lb. kegs,	
per cwt.	

Shingle Stains—	
In 5-gallon buckets.	0 95

Turpentine and Linseed Oil—	
Pure Turpentine, single	
barrels	0 62
Linseed Oil, single barrel,	
raw	0 69
Linseed Oil, single barrel,	
boiled	0 72
Rosin, "G" grade, bbl. lots,	
100 lbs.	8 60

Varnishes, per gal. cans—	
Carriage, No. 1	1 50
Pale durable body	3 50
Finest elastic gearing ..	3 00
Elastic Oak	1 50
Furniture, polishing	2 00
Furniture, extra	1 20
Furniture, extra No. 1 ..	0 95
Light oil finish	1 35
Gold size japan	2 00
Turps brown japan	1 60
Baking black japan	1 35
Crystal Damar	2 50
Pure asphaltum	1 40
Oilcloth	1 50
Lightning dryer	0 85
Stovepipe varnish, ½	
pints., per gross	8 00
Pure white shellac var-	
nish, in barrels	1 75
Pure orange shellac var-	
nish, in barrels	1 70

White Lead ground in oil—	
Canadian pure, less than tons.	8 40
Canadian pure, ton lots. .	8 25

White Zinc—	
Extra Red Seal, V.M.	
(dry)	0 07½
Pure, in 25-lb. irons	
(in oil)	0 10

Window	Glass—		
United	Inches	Star	D.D.
Under 26	4 25	6 25
26 to 40	4 65	6 75
41 to 50	5 10	7 50
51 to 60	5 35	8 50
61 to 70	5 75	9 75
71 to 80	6 25	11 00
81 to 85	7 00	12 50
86 to 90		15 00
91 to 95		17 50
96 to 100		20 50
Toronto, 15 p.c. on Star, 20 p.c. on Double.			

Miscellaneous—	
Beeswax, per lb.	0 45
Orange mineral, 100 lb.	
kegs	0 09½
Pine tar, ½ lb. tins, doz.	0 60
Plaster of Paris, bbl. .	3 00
Paris white, bbls.	0 90
Whiting, gilders, bolted. .	1 00
Whiting, plain	0 70

HEAVY HARDWARE.

Anvils, Taylor Forbes ..	0 05½
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Chain—Proof coil, per 100 lb. ¼	
in., \$6.00; 5-16 in., \$4.85; ¾	
in., \$4.25; 7-16 in., \$4.00; 1	
in., \$3.75; 9-16 in., \$3.70; 1	
in., \$3.65; ¾ in., \$3.60; 1 in.,	
\$3.45; 1 in., \$3.40.	
Stall fixtures, 35; trace chain,	
45; jack chain, iron, 50; jack	
chain, brass, 50; cow ties, 40;	
halter chains, 50 and 5; tie	
outs, 75; coil chain, 50 and 5;	
hammock chains, galvanized, 85	
and 5.	

Forges—	
Blacksmith's portable, 135	
lbs.,	9 85

Horse Nails—	
\$2.80 per box base No. 9 and	
larger; Samson No. 10 base 2 25	

Horseshoes—Iron, light & medium,	
No. 1 and smaller, \$3.75;	
No. 2 and larger, \$3.50; snow	
pattern, No. 1 and smaller,	
\$4.00; No. 2 and larger, \$3.75;	
"N.L." new light steel, No. 1 and	
smaller, \$4.10; No. 2 and larger,	
\$3.85; "X.L." feather-	
weight steel, No. 0 to 4, \$5.25;	
special countersunk steel, No.	
0 to 4, \$5.50 pkg; toe-weight,	
all sizes, \$6.00.	
Toecalks Standard, J.P. & Co.,	
"Blunt" No. 1 and smaller,	
\$1.50; No. 2 and larger, \$1.25;	
"Sharp" No. 1 and smaller,	
\$1.75; No. 2 and larger, \$1.50	
per box. 25-lb. boxes.	

Wire Nails, base.	2 30
Cut nails—Montreal, \$2.40; To-	
ronto, \$2.60.	

Miscellaneous wire nails, 75 p.c.	
Coopers' nails, 33 1-3 p.c.	
Pressed spikes, ½ diameter, per	
100 lbs., \$2.85.	

Annealed Wire, base \$2.50

Hay Bailing Wire—No. 12 and 13,	
\$4; No. 13½, \$4.10; No. 14,	
\$4.25; No. 15, \$4.50, in	
lengths 6 ft. to 11 ft., 30 per	
cent., other lengths 20c. per 100	
lbs. extra.	

Clothes Line Wire—No. 19, \$2.00 per	
100 ft.,	

Coiled Spring Wire—	
High Carbon, No. 9, \$2.25; No.	
12, \$2.40, Montreal.	
Fine Steel Wire—25 per cent.	
Galvanized Wire—From stock,	
f.o.b. Montreal—100 lbs., No.	
9, \$2.25, base. In car lots	
straight or mixed.	
Poultry Netting—2-in. mesh, 19	
w.g., 60 and 2½ p.c.	
Smooth Steel Wire—base, \$2.35.	
Wire Fencing, car lots—Toronto	
Galvanized, barb	2 2
Galvanized, plain twist ..	2 60
Fence Staples—Bright, \$2.60; gal-	
vanized, \$2.85.	
Wire Rope—Galvanized, 1st grade,	
6 strands, 24 wires, ¾, \$5; 1	
inch, \$16.80.	
Black, 1st grade, 6 strands, 19	
wires, ¾, \$5; inch, \$15.10. Per	
100 feet f.o.b. Toronto.	
Wrought Staples—	
Galvanized	2 85
Plain	2 60
Vises, per lb.	0 12
Hinged pipe vise, 25 lbs. 3 55	
Saw vise	4 50
Blacksmiths', 60; parallel, 45	
per cent.	

GENERAL HARDWARE.

Adzes — Carpenters', per	
doz.	12 50
14 00	
Axes — Single bit,	
per doz.	6 00
9 00	
Samson	9 0
Double bit, per	
doz.	10 00
12 00	
Bench axes	6 75
10 00	
Broad axes	22 75
25 00	
Hunters' axes	5 00
6 00	
'Boys' axes	5 75
6 50	
Lathing hatchets 4 70	10 00
Shingle hatchets. 1 45	6 75
Claw hatchets ..	1 70
5 00	
Barrel hatchets ..	5 50
6 85	

Ammunition—"Dominion" Rim Fire	
Cartridges and C.B. caps, 50, 10	
& 2½ p.c.; B.B. caps, 50, 10	
and 2½ p.c.; Centre Fire Pistol	
Cartridges, 25 and 2½ p.c.;	
Centre Fire Sporting and Military	
Cartridges, 10 and 10 p.c.;	
Primers, 10 and 2½ p.c.; Brass	
Shot Shells, 45 and 12½ p.c.;	
Shot Cartridges, discount same	
as ball cartridges.	

"Crown" Black Powder, "So-	
vereign" Bulk Smokeless Pow-	
der, "Regall" Dense Smoke-	
less Powder, "Imperial" Shells,	
both Bulk and Dense Smokeless	
Powder. Empty Shells all 35	
p.c.	

Ordinary drop shot, AAA to	
dust \$7.50 per 100 lbs.; net extras	
as follows: chilled 40c.; buck and	
seal 80c.; No. 28 ball \$1.20 per 100	
lbs; bags less than 25 lbs. 4c. per lb.	
f.o.b. Montreal, Halifax and St.	
John. f.o.b. Toronto, Hamilton	
and London, add 25c. per 100 lbs.	

Augers—Ford's auger bits, 30 and	
10; Irwin's auger, 47½; Gil-	
mour's auger, 60; Rockford's	
auger, 50 and 10; Gilmour's car,	
47½; Clark's expansive, 40.	
Jennings' Gen. auger, net list.	

Barn Door Hangers—

Double straphangers, doz.	
sets	6 50
Standard jointed hangers,	
doz. sets	6 45
Steel, track, 1 x 3-16 in.	
(100 ft.)	3 25

Bolts and Nuts—

Machine Bolts, 7-16 and up	
60 p.c.	
Plough Bolts, 55, 5 & 10 p.c.	
Blank Bolts, 60 p.c.	
Bolt Ends, 6 Op.c.	
Sleigh Shoe Bolts, $\frac{3}{8}$ and less	
60 and 10 p.c.	
Sleigh Shoe Bolts, 7-16 and	
larger, 55 and 05 p.c.	
Coach Screws, new list, 7 p.c.	
Nuts, square, all sizes, $4\frac{1}{2}$ c per	
lb. off.	
Nuts, hexagon, all sizes, $4\frac{1}{2}$	
per lb. off.	
Store rods, per lb., $5\frac{1}{2}$ c to 6 c	
Store Bolts, 80	



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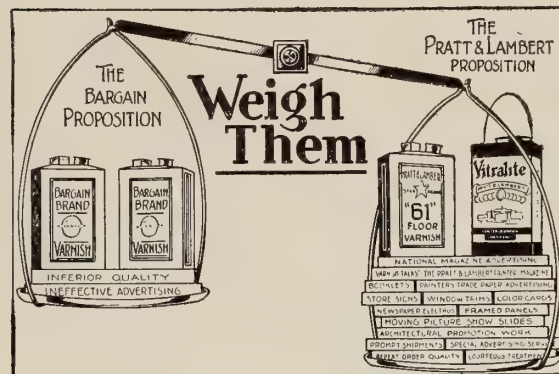
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☞ Weigh the Pratt & Lambert Proposition with other varnish propositions from *every* standpoint.

☞ Weigh, *quality*. Consider what Dexter Bros. Co., Boston, Mass. say. "We have given you the benefit of the larger portion of our varnish business for *more than forty years* and naturally would not have done so, if your goods were not of such uniformly high quality that they have always given our customers that satisfaction which they have a right to expect."

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☞ And, it's on a large annual sales that the real profits on Pratt and Lambert Varnishes come in—not an exorbitant profit once in a while as on unknown inferior varnishes, but a fair profit on *sale after sale*. *Weigh, profit*.

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Bells —Door bells, push and turn, 45 and 10 p.c. Cow bells, 65 p.c. Sleigh bells, shaft and hames, pair, 22c. up. Sleigh bells, body straps, each, \$1.15 up. Farm bells, No. 1, \$1.65.	Hammers —Tack, iron, doz. 0 35 Ladies claw, handled, doz. 0 60 Adze eye nail hammer, 10 oz., doz. 1 25 Adze eye, hickory handle, 1 lb., doz. 6 25 Adze eye, straight claw, 1 lb., doz. 7 00 Farriers hammers, 10 oz., doz. 5 60 Tinners setting, ½ lb., doz. 4 50 Machinists, ½ lb., doz. 3 20 Sledge, Canadian, 5 lbs. and over 0 06 Sledge, Masons, 5 lbs. and over 0 08 Sledge, Napping, up to 2 lbs. 0 09	Cotton clothes line , 18 off. Bag, Russian twine, per lb. 0 27 Wrapping, cotton, 3-ply twine 0 26 Wrapping, cotton 4-ply twine 0 30 Mattress twine, per lb. 0 45 Staging twine, per lb. 0 35	and 10; cheese box tacks, 87½; trunk tacks, 80 and 20; strawberry box tacks, 80 and 10.	
Building Paper, Etc. — Tarred slater's paper, per roll 0 70 O.K. paper, No. 1, per roll 0 75 Plain Fibre, No. 1, per 400 ft. roll 0 45 Tarred Fibre, No. 1, per 400 ft. roll 0 55 Tarred Fibre Cyclone, 25 lb., per roll 0 55 Dry Cyclone, 15 lbs. 0 45 Plain Surprise, per roll 0 40 Resin sized Fibre, per roll 0 40 Asbestos building paper, per 100 lbs. 4 00 Heavy straw, plain & tarred, per ton 37 00 Carpet Felt, per 100 lbs. 2 50 Tarred wool roofing felt, per 100 lb. 1 80 Pitch, Boston or Sydney, per 100 lbs. 0 70 Pitch, Scotch, per 100 lbs. 0 65 Heavy Fibre, 32 & 60, per 100 lbs. 3 00 2 ply Ready Roofing, per square 0 70 3 ply Ready Roofing, per square 0 95 2 ply complete, per roll. 1 15 3 ply complete, per roll. 1 35 Liquid Roofing Cement, brls. per gal. 0 15 Liquid Roofing Cement, tins 0 20 Crude Coal Tar, per barrel 3 50 Refined Coal Tar, tins, per doz. 1 25 Refined Coal Tar, per barrel 4 50 Shingle varnish, per barrel 4 50 Caps, per lb. 0 06 Nails, per lb. 0 05 Mop, cotton, per lb. 0 15	Harvest Tools , 50 p.c.— Samson, best quality, 47½ per cent. Sidewalk and stable scrapers, net, \$2.25. Wood hay rakes, 45 and 10 per cent. Lawn rakes, net. Hinges —Blind, 50 per cent. Heavy T and strap, 4-in., 100 lbs. net, \$7.25; Heavy T and strap, 10-in. and larger, \$6.25. Light T and strap, 65 p.c. Screw hook and hinge, \$3.50, \$4.50. Crate hinges and back flaps, 65 and 5 p.c. Chest hinges and hinge hasps, 65 p.c. Hinges (Spring) —Spring, per gross—No. 5, \$16.10; No. 10, \$16.10; No. 20, \$9.50; No. 50, \$17.58; No. 51, \$7.76; No. 120, \$16.10. Hooks —Bright wire screw eyes, 60 p.c. Bright steel gate hooks and staples, 40 p.c. Iron screw hooks, 60 and 20 p.c. Iron gate hooks and eyes, 60 and 20 p.c. Crescent hat and coat wire, 60 per cent. Stove pipe eyes, kitchen and square hooks, 60 p.c. Ladders —3 to 6 feet, 12c. per foot; 7 to 11 ft., 13c. Extension ladders, 15c. per foot up. Lanterns —No. 2 or 4 Plain Cold Blast, per doz. \$6.75. Lift Tabular and Hingle Plain, per doz., \$5.00. Japanning, 50c. per dozen extra. Prism globes, per dozen, \$1.20. Lamp wick, 50 per cent. Lawn Hose —Competition grade, 70 Locks and Keys—Canadian 50 and 19 per cent. Mallets —Tinsmith's, 2½ x 5½ in., per doz. 1 25 Carpenters', round hickory, 6 in., 1 95 Lignum Vitae, round, 5 inch 2 40 Caulking, No. 8, oak 15 00 Mattocks —6 lb., 18 inch, \$6 doz. Picks, 6 to 7 lb., 4.65 doz. Pick handles, \$1.85 dozen. Prospectors' hammers, 16½ cents per lb. Drilling hammers, 6 cents per lb. Crowbars, 3¾ cents per lb. Oilers —Kemp's Tornado and McClary's Model galvanized oil can, with pump, 5 gallon, per doz., \$10.00. Davidson oilers, 40 p.c. Zinc and tin, 50 p.c. Coppered oilers, 50 p.c. Brass oilers, 50 p.c. Malleable, 75 p.c. Planes —Wood bench, Canadian, 40, American, 25 p.c. Wood, fancy, 30 to 35 per cent. Rope and Twine — Sisal rope 0 09½ Pure Manila rope 0 14½ "British" Manila 0 11 Cotton, 3-16 inch and larger 0 24 Russia Deep sea 0 16 Jute 0 09½ Lath Yarn, single 0 08 Lath Yarn, double 0 08½ Sisal bed cord, 48 feet, per doz. 0 65 Sisal bed cord, 60 feet, per doz. 0 80 Sisal bed cord, 72 feet, per doz. 0 95	Rivets and Burrs —Iron Rivets, black and tinned, 60, 10 and 10. Iron Burrs, 60 and 10 and 10 per cent. Copper Rivets, usual proportion burrs, 35 and 12½ per cent. Copper Burrs only, 22½ p.c. Rivet Sets —Canadian, 35 to 37½ per cent. Sad Irons —Mrs. Potts, No. 55, polished, per set 0 90 Mrs. Potts, No. 50, nickel-plated, per set 1 00 Mrs. Potts, handles, japanned, per gross 8 40 Common, plain 4 25 Common, plated 5 50 Asbestos, per set 1 50 Sand and Emery Paper , 35 p.c. Sash Weights —Sectional, 1 lb. each, per 100 lb. 2 25 Sectional, ½ lb. each, per 100 lbs. 2 40 Solid, 3 to 30 lbs. 1 65 Sash Cord —No. 8, per lb. 0 31½ Screws —Wood, F.H., bright and steel 85 10 and 7½ Wood, R.H., bright 80 10 and 7½ Wood, F.H., brass 75 10 and 7½ Wood, R.H., brass 70 10 and 7½ Wood, F.H., bronze 70 10 and 7½ Wood, R.H., bronze 65 10 and 7½ Drive screws 85 10 and 7½ Set, case hardened 60 Square cap 50 and 05 Hexagon cap 45 Bench, wood, per doz., \$5.00. Bench, iron, per doz., \$4.25. Screws (Machine) — Flat head, iron and brass, 35 per cent. Fillister head, iron, 30; brass, 25 per cent. Shovels and Spades — Canadian, No. 1 and 2 grade, 60 and 2½ p.c. No. 3 and 4 grade, 50, 45 and 2½ per cent. Soldering Irons — Base, per lb., 28 cents. Sap Spouts — Bronzed Iron with hooks, per 1,000 7 50 Eureka tinned steel, hooks, per 1,000 8 00 Staples — Poultry netting, 100 lbs. 5 70 Bed, 100 lbs., No. 14 6 75 Blind, per lb. 0 12 Coopers' staples, 45 per cent. 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Carpet tacks —blued, 80 and 10 p.c.; tinned, 85; (in kegs), 40; cut tacks, blued, in dozens only, 80 and 10; ¼ weights, 60; Swedes cut tacks, blued and tinned, bulk, 85 and 5, in dozens, 75 and 10; Swedes, upholsterers', bulk, 90; brush, blued and tinned, bulk, 70 and 10; Swedes, gimp, blued, tinned and japanned, 82½; zinc tacks, 35; leather carpet tacks, 35; copper tacks, 45; copper nails, 50; trunk nails, black, 65 and 10; trunk nails, tinned and blued, 65 and 10; clout nails, blued and tinned, 65 and 10; chair nails, 35 and 10; patent brads, 40 and 10; fine finishing, 40 and 10; lining tacks, in papers, net; lining tacks, in bulk, 15; lining tacks, solid heads, in bulk, 75; saddle nails, in papers, 10; saddle nails, in bulk, 15; tufting buttons, 22 line in dozens only, 60; zinc glaziers' points, 5; double pointed tacks, papers, 90 and 10; double pointed tacks, bulk, 55; clinch point shoe rivets, 45	Thermometers —Tin case and dairy, 75 to 75 and 10 p.c. Tinners' Snips —35 per cent. 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Dominion Roofing Co., Toronto.
H. S. Howland, Sons & Co., Toronto.
Canadian H. W. Johns-Manville Co., Toronto.

REFRIGERATORS AND ICE CHESTS.

Thos. Davidson Mfg. Co., Montreal.
Lewis Bros., Ltd., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

RUBBER GOODS.

Gutta Percha & Rubber Mfg. Co., Toronto.

RULES AND TAPES.

Lufkin Rule Co. of Canada, Windsor.
Stanley Rule & Level Co., New Britain, Conn.

SAD IRONS.

Dover Mfg. Co., Canal Dover, Ohio.
McClary Mfg. Co., London.
Taylor Forbes Co., Guelph.

SAFES.

Goldie-McCulloch Co., Galt.

SANITARY CLOSETS.

N. M. Walker, Grimsby.

SAWS.

E. C. Atkins & Co., Hamilton.

SCALES.

Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.

B. Greening Wire Mfg. Co., Hamilton.

SCREWS.

Steel Co. of Canada, Hamilton.

SHEARS.

Canadian Buffalo Forge Co., Montreal.

SHOVELS AND SPADES.

Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

Erie Iron Works, St. Thomas.

SILVERWARE.

Oneida Community, Ltd., Niagara Falls, Ont.
Toronto Silver Plate Co., Toronto.

SHEET METALS.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SPORTING GOODS.

A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.
Marble Arms Mfg. Co., Gladstone, Mich.
Owen Sound Steel Press Co., Owen Sound.
Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPRAYERS.

Collins Mfg. Co., Toronto.

SPRINGS AND AXLES.

Guelph Spring & Axle Co., Guelph.

STEEL TROUGHS.

Erie Iron Works, St. Thomas.

STOVES AND RANGES.

Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Copp Stove Co., Fort William.

Collins Mfg. Co., Toronto.

Thos. Davidson Mfg. Co., Montreal.

Doherty Mfg. Co., Sarnia.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N. B.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hyd Foundry Co., Hespeler.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

Moffat Stove Co., Weston.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfg. Co., Woodstock.

STOVE CEMENT.

G. L. Sterne & Son, Brantford.

TACKS.

U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.

McClary Mfg. Co., London.

B. & S. H. Thompson, Montreal.

U. S. Steel Products Export Co., Montreal.

TOOL GRINDERS.

Cleveland Stone Co., Cleveland.

Pike Mfg. Co., Pike, N. H.

Taylor Forbes Co., Guelph.

TOOLS (Mechanics).

Dorken Bros., Montreal.

Hills Edge Tool Co., Galt.

North Bros., Philadelphia, Pa.

Peck, Stowe & Wilcox, Cleveland, Ohio.

TRAPS.

Oneida Community, Ltd., Niagara Falls, Ont.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.

Pollock Mfg. Co., Berlin.

VALVES AND UNIONS

Jas. Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.

Dart Union Co., Toronto.

VENTILATORS.

Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.

Cummer Dowsell, Ltd., Hamilton.

D. Maxwell & Sons, St. Marys.

Taylor Forbes Co., Guelph.

Henderson & Richardson, Montreal.

WATER SERVICE SYSTEMS.

National Equipment Co., Toronto

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.

Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

H. S. Howland, Sons & Co., Toronto.

Kennedy Hdwe. Co., Toronto.

Lewis Bros., Ltd., Montreal.

Rice Lewis & Son, Toronto.

Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Montreal.

Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Col-
lingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.

WRINGERS

American Wringer Co., New York.
Cummer-Dowsell, Ltd., Hamilton.
D. Maxwell & Sons, St. Marys.

Ramsay's Paints

Cold Weather and Frost

have no effect on Ramsay's Paints. Those dealers handling this line know there is no danger of complaint that Ramsay's Paints cannot be satisfactorily applied in cold weather.

RAMSAY'S PAINTS

are made to stand the rigorous Canadian climate with all its extremes. They are made right to paint right, and your stock for this Fall and Winter should be Ramsay's.

Will you answer our invitation to be a Ramsay Agent

A. Ramsay & Son Co., Montreal

Paint Makers since '42



WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for \$1.00. Cash must accompany order. No accounts booked.
SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

BUSINESS CHANCES

WANTED—Warehouse Manager for Wholesale Hardware. Must be practical hardware man with sufficient executive ability to take complete charge of Staff outside of office. State reference as to ability and character. PEART BROS. HARDWARE CO., LTD., Regina, Sask. 10-12-1

TINSMITHS' TOOLS

FOR SALE—COMPLETE SET TINSMITHS' TOOLS, \$135. Apply Box 127, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, Toronto.

FOR SALE—One set Second Hand Tin-smiths' Tools with extension ladders Also shop and Fixture at Reasonable Price. Mrs. Knaus Beanejour Man. 10-12-1

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street 52 Canada Life Building
Toronto Montreal

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorners made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

THREE SUBSCRIPTIONS FOR TWO DOLLARS

The efficiency of hardware clerks can be increased by having them read Canadian Hardware every month. Any retailer, already a subscriber, can have two extra papers sent to his clerks each month, for one dollar. Send \$1 to renew your own subscription and \$1 additional for papers for your store salesmen—a very practical holiday gift.

Canadian Hardware, Stove & Paint Journal, 32 Colborne St., Toronto

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.

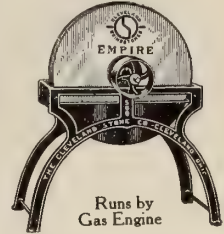


Sell the Cleveland

The Grindstone With This Trademark

Protects you from the unfair competition of inferior grindstone. Protects your customers. All sizes—fine or coarse grit—power, hand or treadle—the line is complete, and your profits are generous.

Our advertising campaign now running makes this the time to go after increased grindstone business in earnest. Cleveland Grindstones are genuine Berea or Huron stone unequalled for uniform grit and necessary grinding hardness.



The Cleveland Stone Company
Cleveland, Ohio

Runs by
Gas Engine

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont. Regina, Sask.

We Ship Promptly

Try us for

Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing

We are sole selling agents
The Popkins Mfg. Co., Limited
Mfrs. of Bags, Tents,
Tarpaulins, Flags
and
The Dominion Waste Mfg. Co.,
Limited
Mfrs. of Cotton and
Wool Waste

Scythes & Company Limited

TORONTO

MONTREAL

MONARCH TYPEWRITERS

The King of all
Writing
Machines

JUST THE THING FOR THE
UP-TO-DATE HARDWARE MAN

Remington Typewriter Co., Limited

MONARCH DEPARTMENT

144 Bay Street, Toronto, Ontario

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DOMINION BOLT AND SCREW COMPANY, LIMITED, TORONTO, CANADA

Independent Manufacturers of High-Grade

MACHINE BOLTS CARRIAGE BOLTS & COACH SCREWS

If your trade demands the best, then your source of supply should be our factory. Write for prices. Pleased to quote

HEAVY GALVANIZED STEEL

No trough to compare with this on the market. Capacity of standard size about 10 imperial gallons to the foot. Other sizes made to order. Lengths, 6, 7, 8, 10, 12 ft., without a seam.

A Fast Seller to Farmers



STOCK WATERING TROUGH

No rivets to rust out; the end is fastened by our patented device. Stands 13 inches high and measures 18½ across top. Weight, about 14 lbs. per lineal foot.

Write Now for Quotations

ERIE IRON WORKS, Limited, Makers, ST. THOMAS, ONTARIO

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Urns.

Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.

SPECIAL THREE MONTHS TRIAL OFFER

A three months trial will convince you that this is the most thorough and practical course in Sheet Metal Pattern Drafting to be had. I will send you the first three months work, consisting of the first 15 plates, 15½ in. x 18½ in., with instruction sheets for \$5.00. If you are in doubt as to whether this course is what you want, you may give it a three months trial without binding yourself in any way to complete the full 25 months course unless you wish to do so. **The Foundation of Pattern Drafting** is taught in the first three months work. Cut out this advertisement and enclose with a post office order for \$5.00 payable to G. L. Gray and the above mentioned three months drawings and instruction sheets will be sent you at once prepaid. This offer stands good for 30 days only from date of this issue.

GRAY'S SCHOOL 3537 THIRD AVENUE
NEW YORK CITY

LUFKIN

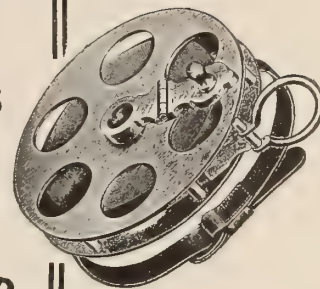
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand
that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

RED
S
BRAND
WINDOW
GLASS



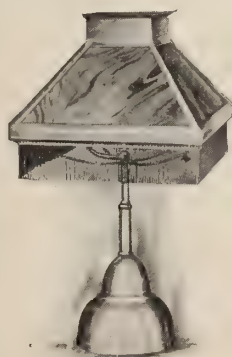
GLASS
BENDERS
TO
THE
TRADE

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

DON ROADWAY

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

TORONTO



The R-K Portable Table Lamp

This beautiful table lamp makes and burns its
own gas using a mantle same as city gas. It is
neat, clean and simple, cannot explode, makes no
smoke or smell and is an ornament in any home.
Is fitted with large art glass dome shade giving it
a very neat and rich appearance.

Mr. Dealer:—Thousands of these lamps are
now being sold. They are just the thing that

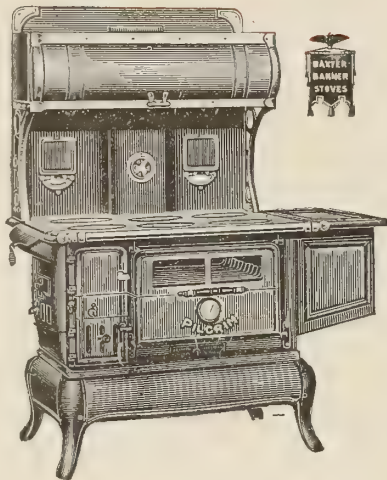
your customers have been looking for. Five
hundred hardware dealers in the West are now
featuring and selling these lamps. Why not you?
The profit is large, and they will eventually be
sold in *your* town. Better write to-day and get
the exclusive selling rights and be prepared for
the Xmas trade. Your customers will buy from
sample, no need of carrying a large stock.

A post card brings our catalogue, and circulars of this lamp in original colors.

RICE-KNIGHT LIMITED

Toronto, Ont.

Patent Divided Glass Oven Door



The Pilgrim Banner Cast Range
For Hard Coal, Soft Coal or Wood

Your Competitor Can Get Nothing to Compare With It

This patent divided glass oven door gives you a special talking point, entirely different from anything your competitor can offer, as it can be had only on stoves of our make. It enables you to get your price, and a handsome profit on every sale.

"Cake Like Mother Used To Make"

Is easy with this patent oven door

All the baking in sight. Everything baked exactly right. Your customers will never have a cake "fall" with this divided glass door. No more food "burnt to a crisp" because they forgot to open the oven door soon enough.

The Greatest Selling Feature Ever Placed on Any Range

These special features and conveniences of

BAXTER BANNER GAS RANGES

Will appeal strongly to your prospective customers

Patent Divided Glass Oven Door

A feature which distinguishes Banner Gas Ranges from all other makes of gas ranges and which of itself will make the sale in face of the sharpest competition.

When open, the upper half containing the glass swings entirely out of the way. The lower half goes down automatically and forms a perfect shelf, wide enough to pull the baking out upon—narrow enough so that a heavy roast can be put into the oven easily without holding it at arm's length over a hot oven door.

Sanitary Baked Enamel Finish

Range body and castings have special, **non-rusting**, baked Japan finish. Beautiful and sanitary. Easy to clean.

One Oven Burner

Our single oven burner uses much less gas and does better work than the double oven burners on other ranges. This **one** burner serves **both** oven and broiler, insuring perfect baking and broiling at lowest cost.

Notice to The Trade

The names of the two Canadian jobbers—one East and one West—who will handle Baxter Banner Gas Ranges and also Baxter Banner Stoves, for coal and wood, will be announced in our next advertisement.

*Don't buy before you see
the Banner Line."*



Guaranteed Explosion-Proof

The oven burner cannot be lighted without opening the oven door. No cumbersome or dangerous pilot lights to get out of order, fail to ignite, or confuse the operator. Safe and sane."

Aluminized Oven and Broiler

All the oven and broiler linings are covered with beautiful, silvery, aluminum bronze, making them bright and attractive.



PATENT DIVIDED GLASS OVEN DOOR
ALL THE BAKING ALWAYS IN SIGHT
"CAKE LIKE MOTHER USED TO MAKE"
IS EASY WITH THIS RANGE

No. 518-528 Banner Gas Range

The Baxter Stove Co., Mansfield, Ohio

Minneapolis

St. Louis

Lincoln

Des Moines

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOL. 4.

Published Monthly by The Commercial Press, Limited, 32 Colborne Street, Toronto

No. 12.

Hardware Exhibition

to be held at

13th Regiment Armouries, Hamilton

FEBRUARY 17th to 22nd, 1913

During the Eighth Annual Convention of the

ONTARIO RETAIL HARDWARE AND STOVE
DEALERS' ASSOCIATION

which will be attended by hundreds of the most progressive
hardware merchants from all parts of the Dominion

*For particulars, plans of Exhibition hall,
location of booths, write at once to*

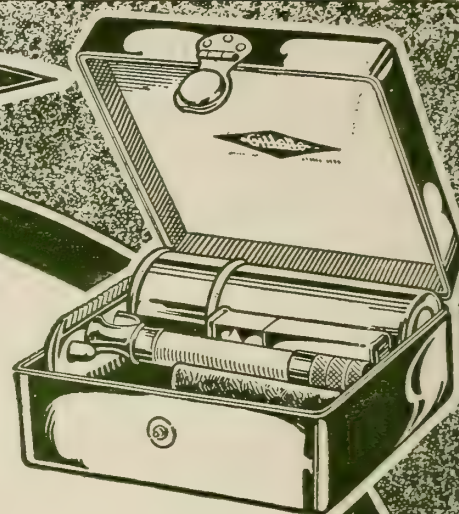
CANADIAN HARDWARE MANUFACTURERS
EXHIBITORS' ASSOCIATION

F. M. TOBIN, Secretary Treasurer

WOODSTOCK, ONTARIO



*Progressive dealers
throughout Canada
agree that their
best seller among Christmas gifts
for men is the*



No. 461B

Gillette Safety Razor

No other article combines such every-day, life-long usefulness with so handsome an appearance, at prices which suit so well the average shopper's Christmas appropriation.

Over 3 dozen styles from which to select:

6 types of Pocket Editions, three styles of each, (See No. 502 below) to retail at \$5.00, \$5.50 and \$6.00.

2 types of Standard Sets, 3 styles of each, (See No. 460 below) to retail at \$5.00 to \$9.00.

2 styles of Combination Sets, like No. 461B above, to retail at \$6.50.

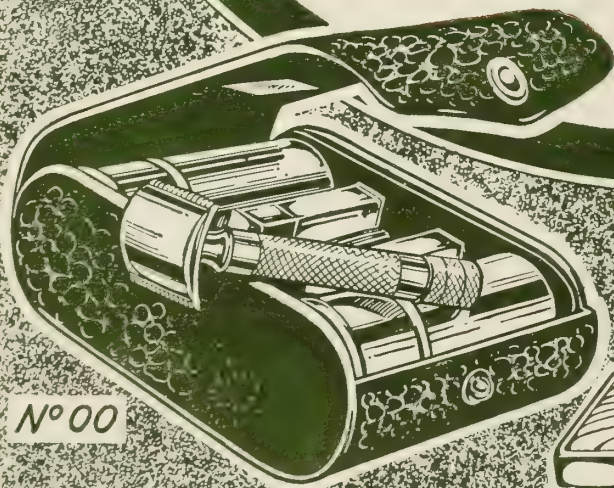
8 styles of Kodak type Combination Sets, like No. 00 below, to retail at \$7.50 to \$12.00.

3 styles of Travelling Sets, to retail at \$18.00 to \$25.00.

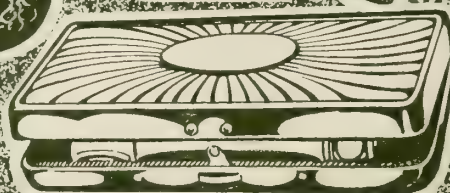
We are prepared to make prompt shipments from stock. If you haven't our big Catalogue picturing and describing these styles individually, write for it at once.

The
Gillette Safety Razor Co.
of Canada, Limited

OFFICE & FACTORY:
The New Gillette Building
MONTREAL



No. 00



No. 502



No. 460



Established 1847



Rice Lewis & Son

Limited

"The Store with the Exclusive Stocks"

*Wish their patrons and
readers of this Journal*

A Merry Christmas
and a
Prosperous New Year

King & Victoria Sts.
Toronto

Canadian Wholesale Hardware Directory

The following firms will be pleased to quote prices, or have their traveling salesman confer, with retail hardware dealers, regarding lines advertised by manufacturers in Canadian Hardware, Stove and Paint Journal.

Nova Scotia

A. M. Bell & Co., Limited	-	-	Halifax, N.S.
General Hardware, Cutlery and Sporting Goods			
Wm. Stairs, Son & Morrow, (Established 1810)	-	-	Halifax, N.S.
Wholesale Hardware and Plumbing Supplies			
Cragg Bros. Co., Limited	-	-	Halifax, N.S.
Geo. E. Smith & Co.	-	-	Halifax, N.S.
James Simmonds & Co.	-	-	Halifax, N.S.
Branch at Dartmouth, N.S.			

New Brunswick

Sumner Co.	-	-	Moncton, N.B.
Emerson & Fisher, Limited	-	-	St. John, N.B.
S. Hayward & Co., Limited	-	-	St. John, N.B.
T. McAvity & Sons, Limited	-	-	St. John, N.B.
Wholesale Hardware and Plumbing Supplies, Manufacturers Brass Goods, etc.			
W. H. Thorne & Co., Limited	-	-	St. John, N.B.
Wholesale Hardware, Harness Supplies, etc.			

Quebec

Caverhill, Learmont & Co.,	-	-	Montreal, Que.
Shelf and Heavy Hardware			
Frothingham & Workman, Limited	-	-	Montreal, Que.
Shelf and Heavy Hardware			
L. H. Hebert & Cie., Limited	-	-	Montreal, Que.
Letang Hardware Co., Limited, 287 St. Paul St.	-	-	Montreal, Que.
Lewis Bros., Limited	-	-	Montreal, Que.
Black Diamond Tools, Sporting Goods, etc.			
A. Prudhomme & Fils, Limited, 10 Desbroses St.	-	-	Montreal, Que.
Starke-Seybold, Limited	-	-	Montreal, Que.
Chinic Hardware Co., Limited	-	-	Quebec, Que.
N. Lemieux & Fils	-	-	Quebec, Que.
Mechanics Supply Co., Limited	-	-	Quebec, Que.
Mechanics' Tools, Plumbing Supplies, etc.			
J. S. Mitchell & Co.	-	-	Sherbrooke, Que.

Ontario

Whites, Limited	-	-	Collingwood, Ont.
Wood, Vallance & Co.	-	-	Hamilton, Ont.
Shelf and Heavy Hardware, Cutlery and Sporting Goods			

Fife Hardware Co., Limited	-	-	Fort William, Ont.
Hobbs Hardware Co., Limited	-	-	London, Ont.
D. H. Howden & Co., Limited	-	-	London, Ont.
Thomas Birkett, Son & Co., Limited	-	-	Ottawa, Ont.
Peterboro Hardware Co., Limited	-	-	Peterboro, Ont.
Cochrane Hardware, Limited	-	-	Sudbury, Ont.
Branches at North Bay and St. Ste. Marie			
H. S. Howland, Sons & Co., Limited	-	-	Toronto, Ont.
Manufacturers Graham Nails, Samson Brand Farm Tools, Bldg. Paper, Etc.			
Rice Lewis & Son, Limited	-	-	Toronto, Ont.
Shelf and Heavy Hardware, Cutlery and Sporting Goods			
Kennedy Hardware Co., Limited	-	-	Toronto, Ont.
Kennedy Brand Cutlery, Shelf Goods, Sporting Goods, Etc.			

Manitoba

James Ashdown Hardware Co., Limited	-	-	Winnipeg, Man.
Marshall-Wells Co., Limited	-	-	Winnipeg, Man.
Merrick-Anderson Co., Inc.	-	-	Winnipeg, Man.
Miller-Morse Hardware Co., Limited	-	-	Winnipeg, Man.
Wood-Vallance Limited	-	-	Winnipeg, Man.

Saskatchewan

Pearl Bros. Hardware Co., Limited	-	-	Regina, Sask.
J. H. Ashdown Hardware Co., Limited	-	-	Saskatoon, Sask.

Alberta

J. H. Ashdown Hardware Co., Limited	-	-	Calgary, Alta.
Wood-Vallance & Adams	-	-	Calgary, Alta.
Marshall Wells Alberta Co., Limited	-	-	Edmonton, Alta.
Revillon Bros., Limited	-	-	Edmonton, Alta.

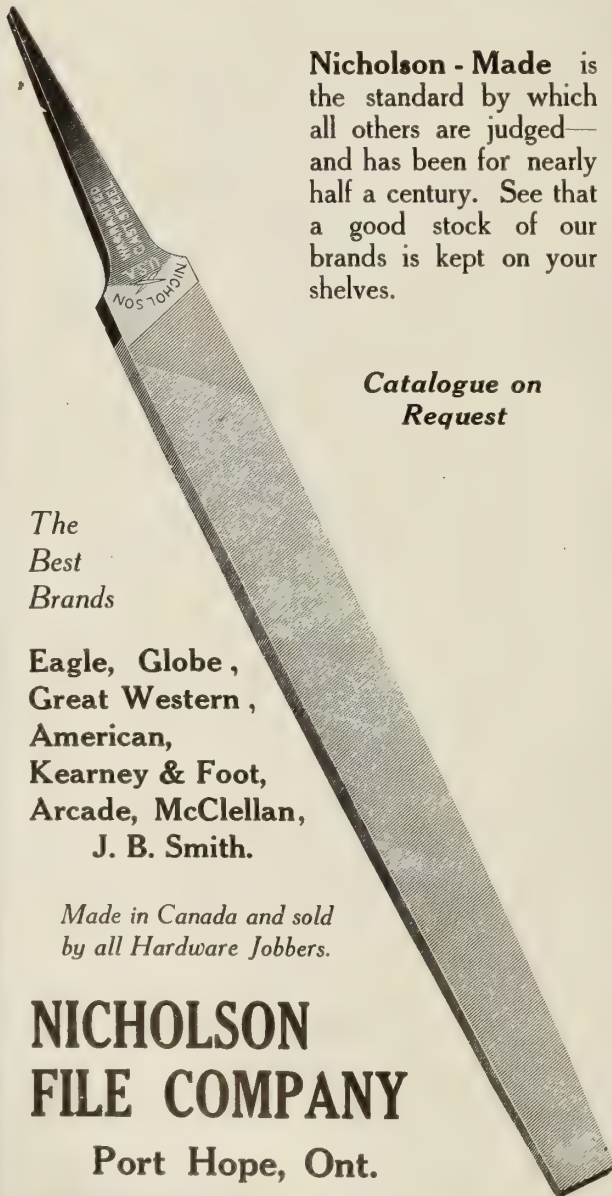
British Columbia

Wood-Vallance Hardware Co., Limited	-	-	Nelson, B.C.
Martin, Finlayson & Mather, Limited	-	-	Vancouver, B.C.
McLennan, McFeeley & Co., Limited	-	-	Vancouver, B.C.
Wood-Vallance & Leggatt, Limited	-	-	Vancouver, B.C.
Walter S. Fraser & Co., Limited	-	-	Victoria, B.C.
E. G. Prior & Co., Limited	-	-	Victoria, B.C.

Nicholson-Made Files are the Best Sellers

By selling Nicholson-made goods you are enabled to wait on more customers, give absolute satisfaction and, by a quick turnover make more money. They are

**Best Known
Best Value and
Quality Guaranteed**



Nicholson - Made is the standard by which all others are judged—and has been for nearly half a century. See that a good stock of our brands is kept on your shelves.

*Catalogue on
Request*

*The
Best
Brands*

**Eagle, Globe,
Great Western,
American,
Kearney & Foot,
Arcade, McClellan,
J. B. Smith.**

*Made in Canada and sold
by all Hardware Jobbers.*

**NICHOLSON
FILE COMPANY**

Port Hope, Ont.

LUNDY SHOVELS

are known from coast to coast for their strong construction and durability and are in use on the largest construction works in all parts of Canada.



TRADE MARK

**Our Round
Point Socket
Strap Plain
Black Shovel**

**The Shovel that
Stands the Test**

We make Welded Shovels because experience proves and the trade demands, Shovels that are stronger and more durable than other makes.

*Order from your nearest
Jobber or direct from us*

Write for Catalogue and Prices, address

**The Lundy Shovel
and Tool Co., Limited**

PETERBOROUGH - ONTARIO

or any of our Selling Agents

Ontario	-	-	-	-	N. B. Misener, Toronto
Quebec	-	-	-	-	Delorme Bros., Montreal
Manitoba and Saskatchewan	-	-	-	-	Tees & Persse, Limited, Winnipeg
Alberta	-	-	-	-	Tees & Persse, Limited, Calgary
British Columbia	-	-	-	-	E. E. Crandall, Vancouver

“There is No Question About the Quality of These Goods”

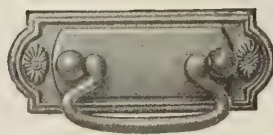
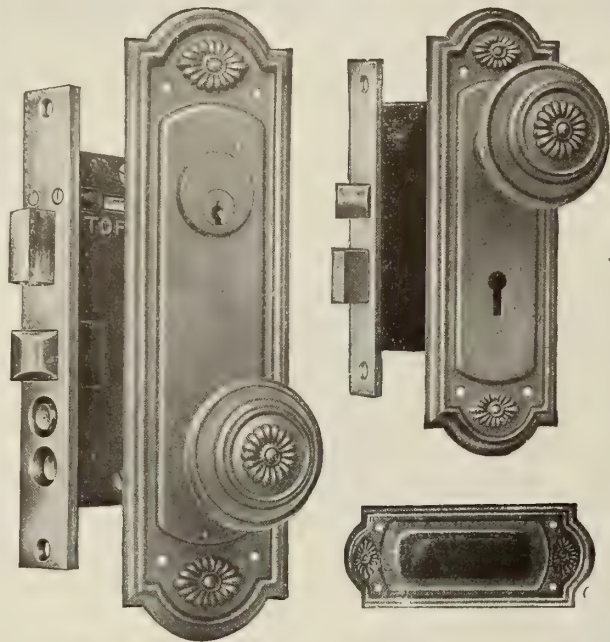
*Extract from the Report of the
Purchasing Agent of a Cana-
dian Railway Company.*

Allan Hills Edge Tool Co.

LIMITED

Galt - Canada

Western Representative: N. J. DINNEN, 141 Bannatyne Ave., Winnipeg, Man.



"Rome" Design

BUILDERS' HARDWARE

Oil and Gas Stoves

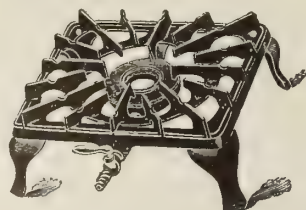
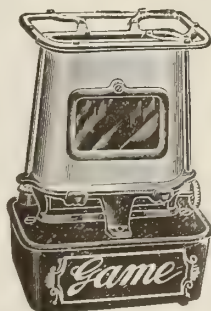
Gray Iron Castings, Dampers,
Damper Clips, Furnace Lamps,
Molasses Gates, Oil Can Faucets,
Bungs, etc., etc.



Send for complete descriptive
catalogues and price list of
over 600 items.

The Taylor & Boggis Foundry Company

Cleveland, Ohio
Sixth City



There's quick profit
in a stock you can
"turn over" at least
twice a year. Have
you realized the pos-
sibilities of hand-
ling leather belting
in your town?

*Every factory, ma-
chine shop or steam
laundry uses belting
—and lots of it.*

Why not put in a stock and
get their business instead of
having them send their orders
out of town?

*Drop us a Card—
ask us "How"*

Sadler & Haworth

Tanners and Manufacturers

MONTREAL
511 William St.

TORONTO
38 Wellington East

ST. JOHN, N. B.
89 Prince William St.

VANCOUVER
27 Columbia Ave.

WINNIPEG
244 Princess St.

*For over 35 years the makers
of the best leather belts.*

Another Extension of the Taylor-Forbes Business

We have purchased the lock manufacturing equipment, including the dies and tools, made for the Wilcox Manufacturing Company, who built a plant at London, Ontario, and spent about \$20,000 on this equipment, but went out of business before the equipment was used.

A New Lock Factory

The **Taylor-Forbes Company** intend to establish a new factory immediately to make locks and lock sets, about 200 additional employes being added to our payroll as a result of this new enterprise.

We Thank You for Past Favors and Wish You the Season's Greetings

A good New Year's resolution is to decide to keep your money in circulation in Canada by buying goods of Canadian Manufacture. **Taylor-Forbes** lines are unexcelled anywhere. Ask your jobbers for them or write us direct.

TAYLOR-FORBES CO., Limited

Taylor-Forbes Co., 246 Craig St., Montreal
H. G. Rogers, 53 1-2 Dock St., St. John, N. B.
Canadian United Mfrs. Agency, London, Eng.

Head Office and Works:
GUELPH, ONT.

H. F. Moulden & Son, Travellers' Bldg., Winnipeg.
W. A. MacLellan, Vancouver, B.C.
J. B. H. Rickaby, Victoria, B.C.

Quality

Sureness

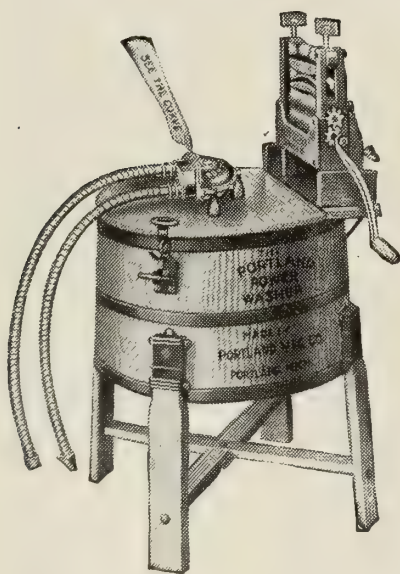
Dominion

IMPROVED & PROVED

Ammunition

Penetration

Killing Power



The Portland Power Washer

Has a 3-Year Gilt Edge Guarantee.

Requires Only 18 to 20 lbs. Pressure

to drive the direct drive motor.

There is no Gearing—hence no Friction or Lost Motion—No Oiling—Price within reach of all.

A profitable line for the dealer. Let us ship you a trial lot.

Immediate Shipments From Stock

Sole Canadian Agents for

Portland Mfg. Co., Portland, Mich.

*The Largest Manufacturers of Washing
Machines in the World.*

Henderson & Richardson

Formerly J. A. HENDERSON

Board of Trade Building, MONTREAL

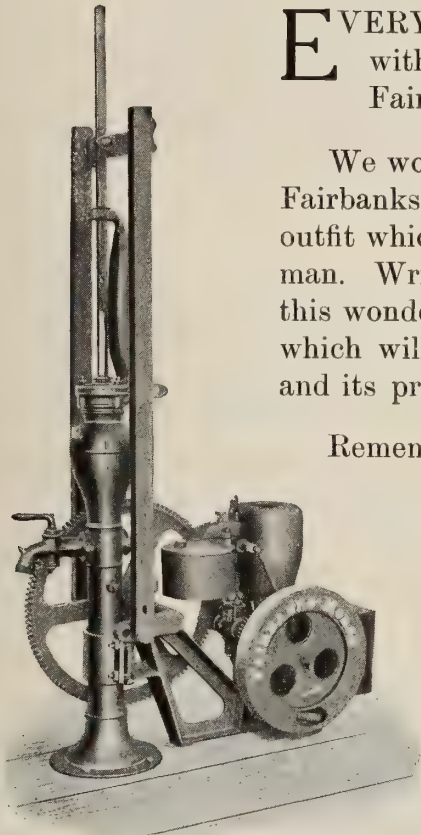
PROFITABLE LINES

For Every Hardware Dealer

EVERY hardware dealer should be familiar with the lines carried by The Canadian Fairbanks-Morse Co., Limited.

We would like to draw your attention to the Fairbanks-Morse "Eclipse" Pumper. This is an outfit which should be known by every hardwareman. Write us and let us tell you more about this wonderful outfit. A regular gasoline engine which will do many odd jobs around the farm, and its price makes it within reach of everyone.

Remember, when ordering your supplies, that we carry Valves, Scales, Steam Goods and Plumbers' Supplies, Roofing, Transmission Appliances, Small Tools, Pumps and Farm Machinery. Before ordering write and get our catalogs. A card to our nearest branch will bring them to you.



Fairbanks-Morse "Eclipse" Pumper

Fairbanks Standard Scales



THE CANADIAN FAIRBANKS-MORSE CO.

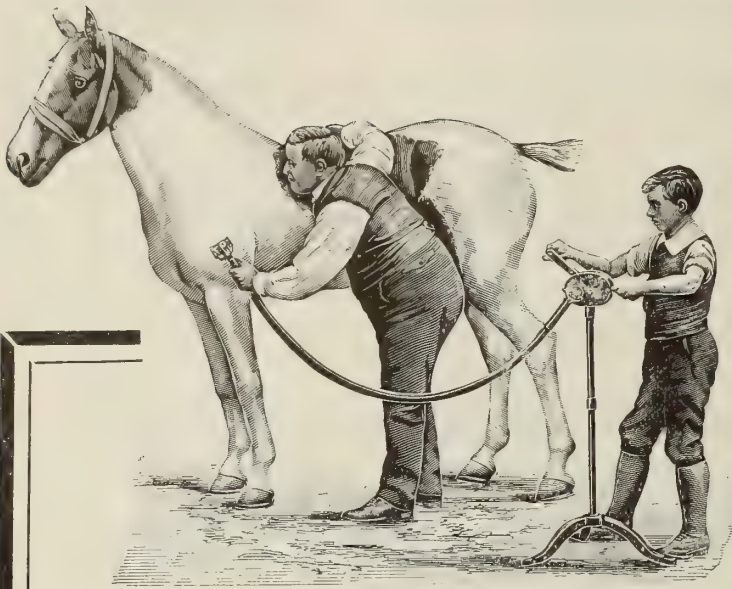
LIMITED

Fairbanks Standard Scales—Safes and Vaults
Fairbanks-Morse Gas Engines

MONTREAL
ST. JOHN
OTTAWA

TORONTO
WINNIPEG
CALGARY

SASKATOON
VANCOUVER
VICTORIA



BURMAN'S CLIPPERS

Bring Repeat Orders

and are rapid sellers on account of construction, finish and price. A sale of one of these clippers represents another satisfied customer—who will come back again for this and other lines.

It Pays to Handle Burman's

Hand Clippers, Power Clippers, Clippers of all Kinds

Large Stock

Prompt Shipments

Spare Parts

Order through your jobber or direct.

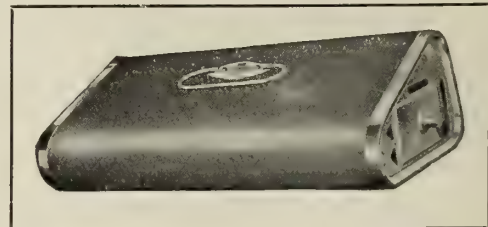
SOLE AGENTS FOR CANADA

B. & S. H. THOMPSON & CO., Limited, Montreal

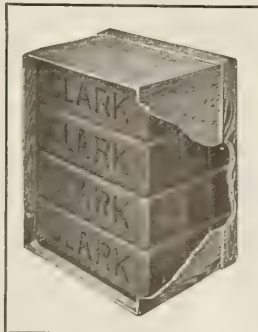
A Mighty Good Line for Fall and Winter

Everyone who drives in cold weather in any kind of a rig from an Ox Team to an Automobile is a prospective buyer of

CLARK INDESTRUCTIBLE STEEL HEATERS



They come at all prices—from those with plain galvanized iron finish to the nickle plated velvet carpet covered ones. Order from your jobber and be sure you get the Clark—the kind that has stood the test of 21 winters.



CLARK COAL is guaranteed to give 25 per cent. more heat than any other fuel bricks made. It ignites easier, heats more and lasts longer.

*Your jobber can supply you.
Send for our latest Catalog.*

Chicago Flexible Shaft Company

250 Ontario Street

CHICAGO



Right in the Shingle District

Samson Ready Roofing is a profitable line to carry, especially in a district where buildings must be protected at a reasonable cost. This school was built in a new section of the country where real protection was desired. We want to assure you that.

Samson Ready Roofing Satisfies

It is weather-proof, fire-resisting, sun-proof, and will not dry out, rot or crack. Samson Ready Roofing is Durable, Sightly and Economical. It sells easily and at a good profit.

Send us Your Orders

H. S. Howland, Sons & Co., Limited

WHOLESALE HARDWARE

We Ship Promptly

TORONTO

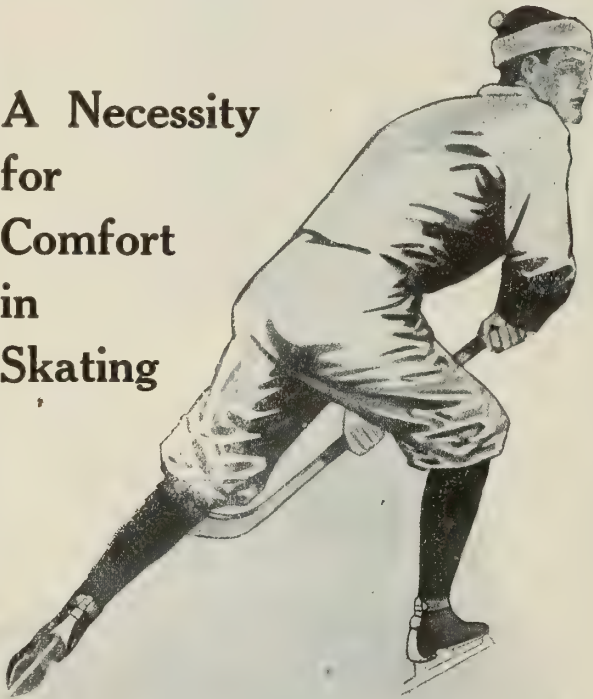
Our Prices are Right

GRAHAM NAILS ARE THE BEST

PERFECTION Ankle Support

*All Skaters Need Them
All Skaters Like Them*

**A Necessity
for
Comfort
in
Skating**



A Seasonable and Fast Selling Line

Made of steel and so constructed that by means of a hinge and sliding attachment the ankles may bend forward or backward while it is impossible for them to go sideways.

*Order a sample dozen and show them to your customers—those who skate and those who would like to—and you'll soon want more.
Write for Prices and Circular.*

Owen Sound Steel Press Works

Owen Sound - Ontario

The Best Made

This is the opinion of all Hockey Players who have used

Still's "Special" Hockey Sticks

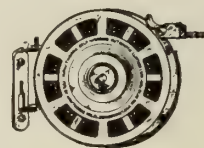
They are made of the best Rock Elm, nicely shaped and well finished. Our other makes are all good sellers, including the

**"Empire," "Imperial"
and "Champion"**

Ask your jobber
for these lines.

J. H. Still Mfg. Co., Ltd.

St. Thomas : Ont.



PEERLESS AUTOMATIC CLOTHES LINE

We are now making a full line of brass nickel plated towel bars as well as the "Peerless Automatic Clothes line," an article indispensable for the laundry and bathroom.

We are also manufacturers
of the celebrated line of

"OLD SOL" Motorcycle, Bicycle and Carriage Lamps, Traction Engine and Motor Boat Search Lights and Generators, Pennant Holders for Automobiles, "Vulco" Mending Compound, Towel Bars, Clothes Line Devices and Metal Specialties.

Write for Descriptive Catalogue
and Prices to Dealers.

**The Pollock Manufacturing
Company, Limited**

Columbia Place

Berlin, Ontario

THE "GOOD CHEER" LINE

Something Different
Something Better
Something Exclusive

in

Ranges

Heaters

and

Furnaces

It pays to handle a
line which cannot be
duplicated.

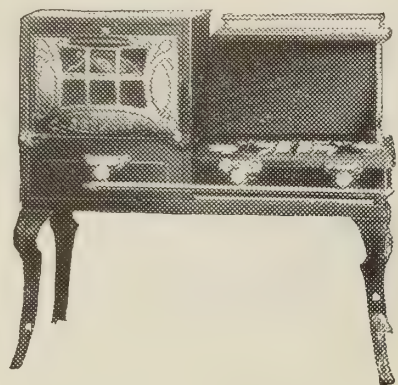
Design Registered

The James Stewart Mfg. Company, Limited

Western Warehouse :
156 Lombard Street
WINNIPEG, MAN.

WOODSTOCK
ONT.

Wholesale Distributors :
McLENNAN, McFEELEY & CO., Vancouver, B.C.
WOOD, VALLANCE HDWRE. CO., Nelson, B.C.
ROSS BROS., LIMITED, Edmonton



“DETROIT” VAPOR STOVES

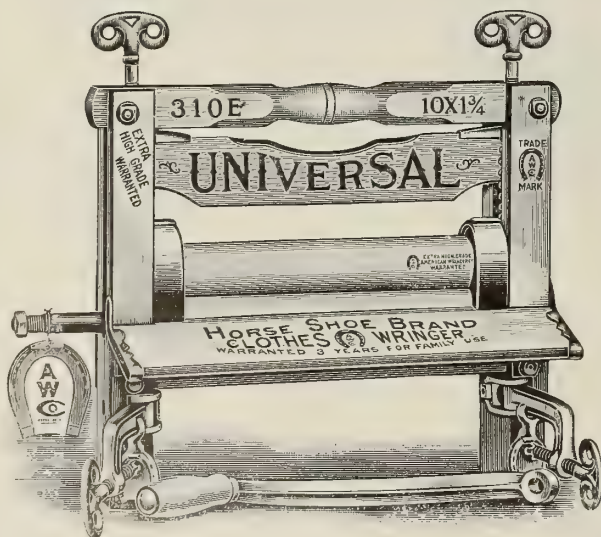
Have no equal

We make both Gasoline and Oil Vapor Stoves, from a one-burner Hotplate to a four burner Table Range (see cut) either in Gasoline or Oil. The best in the world. Our Gasoline “Detroit” Vapor Stove lights like Gas. Our Oil “Detroit” Vapor Stove has no wick, it lights with a *blue* flame, no smoke, no odor. Cast iron burner very durable.

Now then in order to get full information of these wonderful stove ssend for catalogue C and secure agency.

THE DETROIT VAPOR STOVE CO.
DETROIT - - MICHIGAN

NEW LINE UNIVERSAL CLOTHES WRINGERS



Packed 3 and 6 in a case

Plain Bearings and Steel Ball Bearings
Spiral Pressure Springs Enclosed Cog Wheels

PLAIN BEARINGS

No. 310E	-	-	-	-	Rolls, 10x1 $\frac{3}{4}$ inches
No. 311E	-	-	-	-	Rolls, 11x1 $\frac{3}{4}$ inches

STEEL BALL BEARINGS

No. 317E	-	-	-	-	Rolls, 10x1 $\frac{3}{4}$ inches
No. 318E	-	-	-	-	Rolls, 11x1 $\frac{3}{4}$ inches

SAME STYLE MADE IN FOLDING BENCH.

Send for Catalog (T).

THE AMERICAN WRINGER COMPANY
99 CHAMBERS STREET, NEW YORK, U.S.A.



Horse
Owners
Every
Where
Need
and
Use



RED TIP CALKS

All Horseshoers Sell Them

Can You Supply Them?



The original Neverslip Calk, which has been on the market for twenty years and found favor with horseowners wherever used, is guaranteed to wear sharper and last longer than any other calk. Horseowners know this and demand RED TIP Calks; so that the wise dealer will see that he is in position to give his customer what he wants, by carrying a supply of RED TIP Calks always on hand.

Remember Neverslip Calks are always marked with a RED TIP. Without the RED TIP they are not Neverslips.

SEND FOR BOOKLET A

The Neverslip Manufacturing Co.

25 St. Peter Street, Montreal, Canada

S.M.P. NICKEL-PLATED GOODS MAKE CHOICE CHRISTMAS GIFTS

REGAL TEA AND COFFEE POTS

MADE FROM HEAVY COPPER

SEAMLESS BODIES

WHITE METAL TRIMMINGS

QUADRUPLE SILVER LINING OVER BLOCK TIN



Solid Silver in pattern and finish

Unexcelled in Design
and WorkmanshipMade in all Standard
SizesPacked Separately
in Cardboard
Boxes*Prices on
Application*

Hinged lip on spout

The SHEET METAL PRODUCTS CO. of Canada, Limited

Montreal

TORONTO

Winnipeg

Roast That Turkey Right

Educate your Customers to do this by showing them
Davidson's "Sterling" Self-Basting Roaster



No. 200—11½ x 18½ x 8 inches.

It represents the acme of convenience—and the uncertain element of success in roasting is entirely eliminated when this pan is used.

It positively makes tough meat and poultry tender and saves all the natural juices.

Roasting is mostly done by guess—baked hard or sometimes burned to a cinder.

The "Sterling" will not permit a poor cook to spoil the turkey, even if it is allowed to remain in the oven longer than necessary—the condensed steam from the juices will keep that turkey right—it will be moist, and the house will not be impregnated with the vile odor of burnt fat.

ORDER NOW.—They sell fast, and will soon be demanded in
Every Town and Hamlet in the Dominion.

The Thos. Davidson Mfg. Company, Limited

Montreal

Winnipeg

Toronto

HAMILTON SECTION

Make your plans to attend the Eighth Annual Convention of the Ontario Retail Hardware and Stove Dealers' Association and to see the big Exhibition of Hardware, Stoves and Paints in the 13th Regiment Armouries, during the Convention, the dates being February 17 to 21, 1913.

Hamilton is the greatest hardware manufacturing centre in Canada and the logical place to hold the Convention. A profitable time is ensured all who visit the "Hardware City" next February.

WIRE BALE TIES



CROSS HEAD



SINGLE LOOP

Our wire, for baling hay, is made from the finest quality Bessemer Rods, and is 10 per cent. stronger than any other baling wire.

This is the line that brings the dealer clean, satisfactory profits with every sale, as it is not the come-back kind.

Get our prices and send us a trial order—we guarantee to satisfy.

We also recommend our WIRE NAILS and STAPLES as inferior to none.

The Laidlaw Bale-Tie Co., Hamilton, Ont.

Geo. W. Laidlaw, Vancouver, B.C.

Harry F. Moulden, Winnipeg, Man.

ATKINS STERLING SAWS

MADE IN CANADA

They have distinct advantages that
you cannot afford to overlook.

Atkins No. 6 Reversible



"There's More Money in Them"

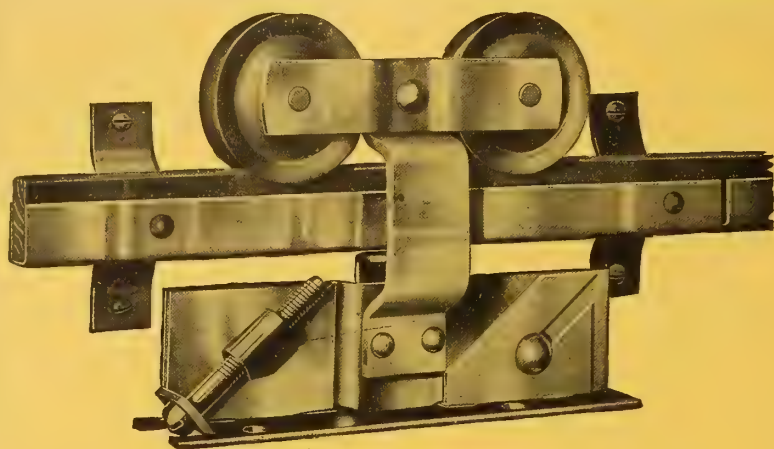
*Have you our latest book? Are you familiar
with our selling plans? We'll be glad to
put you next if you'll write us.*

E. C. ATKINS & CO.

MAKERS OF STERLING SAWS

Canadian Factory—Hamilton, Ont.

Vancouver Branch, 109 Powell St.



The Hatch

Parlor-door Hanger

*Reasons why you should
stock them*

The Hatch Hanger is new, low in price, practical,
not a moth breeder, easily put up, easily adjusted

Prepare for the big 1913 building boom

CANADA STEEL GOODS CO., Ltd. - Hamilton, Ont.



Manufactures of the famous Crescent Brand Butts and Hinges

The Steel Company of Canada

Limited

Prompt Shipment

Hay Baling Wire Bale Ties
Stove Pipe Wire Clothes Line Wire
Wrought Pipe
White Lead Shot Putty

DISTRICT SALES OFFICES:

HAMILTON, TORONTO, MONTREAL, WINNIPEG

W. A. MacLennan, Vancouver, B. C.
J. B. H. Rickaby, Victoria, B. C.

H. G. Rogers, St. John, N. B.
Geo. D. Hatfield, Halifax, N. S.

NEW IDEA

*The latest creation in detachable
Tub Washing Machines*

Specially designed for
homes where storage
room is limited.

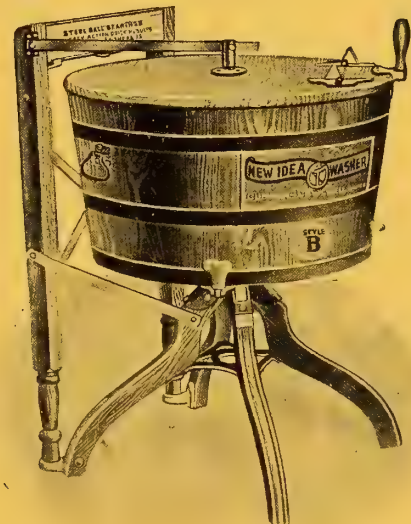
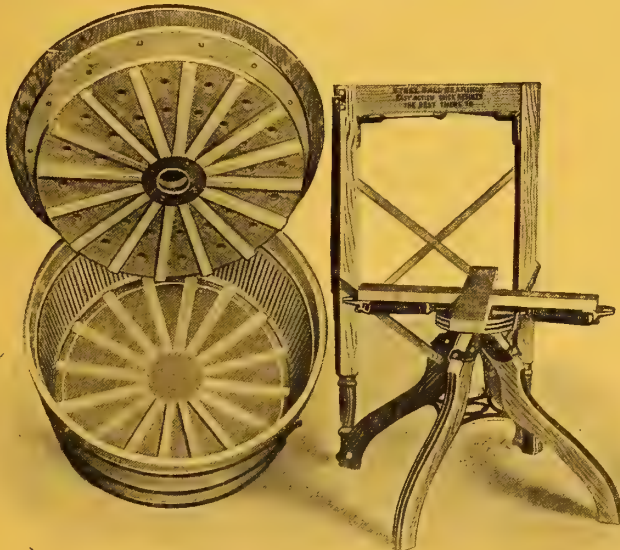


So simple and light that
any woman can easily
handle it.



Large ($\frac{1}{2}$ inch) Steel Balls run on machined bearings of large
diameter. Will not become loose, rickety, or hard running.

*Quick Cleaners and Harmless
to Everything but Dirt*



IT PAYS TO SELL A GOOD ONE

Agents:
W. L. Haldimand & Son
Montreal
H. F. Moulden & Son
Winnipeg

Cummer-Dowswell Limited

Hamilton
Canada

TO OUR FRIENDS

We extend our cordial good wishes for

An Enjoyable Christmas

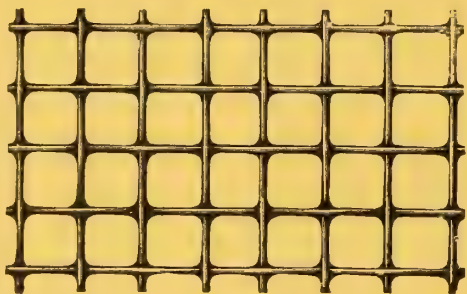
*With sincere appreciation of their courtesies during 1912
and the hope that continued prosperity and happiness
may be the portion of all during the coming*

New Year

E. T. Wright & Co.
(H. G. Wright)

Hamilton, Canada

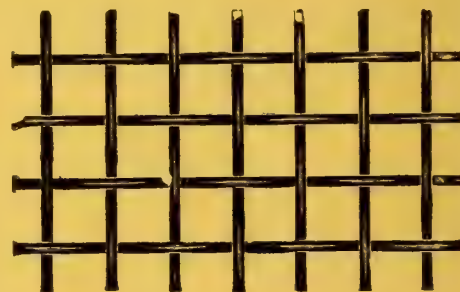
WIRE CLOTH



Sand Screen Cloth

Fanning Mill Cloth

**Regalvanized Wire
Cloth**



Every Description of Wire Cloth and Wire Work

Wire Rope

Wire Rope Fittings

Manufactured by

The B. Greening Wire Co., Limited

HAMILTON, ONT.

MONTREAL, QUE.

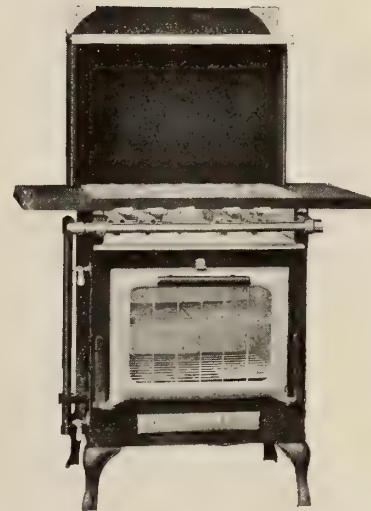
The Season's Greetings

are extended by us to our many customers and friends, our hope being that all are enjoying their share of the prosperity so evident in most parts of Canada.

As we look back over 1912 with its greatly increased sales of Souvenir Ranges and New Idea Furnaces we thank you heartily for your co-operation in bringing this about.

The new year looks full of promise — Canada's population is growing fast and we are enlarging our facilities for manufacturing and adding new lines.

We look forward to a continuance of your confidence and will do our utmost to make your stove and furnace business satisfactory and profitable during 1913.



There'll be "Souvenir"
Gas Ranges too in 1913

*Write for information
about this gas range*

Hamilton Stove & Heater Co., Limited

(Successors to Gurney, Tilden & Company, Limited)

Hamilton, Ontario

TILDEN, GURNEY & CO., LTD., Winnipeg, Calgary, Vancouver



To the Trade—

We beg to announce that our new and complete catalog of Lanterns, Lamps and Burners will be ready for distribution about December 15th.

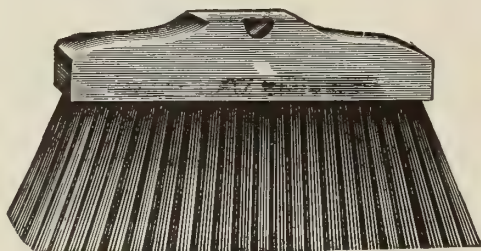
Have your name put on our mailing list and you will receive a copy of this "Up To Date" publication.

Address "Dept. E"

Ontario Lantern & Lamp Co.,
HAMILTON, CANADA. *Limited*

SEASONABLE BRUSHES

Stock and display these lines—They sell rapidly in the Fall months



STABLE BROOMS



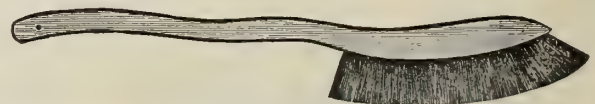
HORSE BRUSHES



FURNACE BRUSHES



RADIATOR BRUSHES



Send us your orders for prompt shipment

MEAKINS & SONS, HAMILTON
 WINNIPEG LONDON TORONTO

Jewel Stoves and Ranges

Royal Jewel Steel Range The Range of Quality

Every modern improvement is embodied in the Royal Jewel Range.

They are made in six sizes: Nos. 816, 916, 818, 918, 920 and 922, with or without Reservoir, and with any equipment of shelves or closets required.

Either Encased Reservoir (as cut) or Contact Reservoir on left end can be supplied.

The great variety of sizes and styles enables the dealer to satisfy all demands.

The Royal Jewel is very attractive in appearance and easy to sell. When once sold it never comes back, but is always a working advertisement. One sale makes another and the demand is constantly increasing.

Make the Royal Jewel Steel Range your leader and you are sure of the best stove trade in your locality

In addition to the Royal Jewel, we make cheaper Steel Ranges to suit all buyers; such as Electric Jewel, Arctic Jewel, Gypsy Jewel.



STYLE R. F.

We also make a great variety of **Cast Iron Ranges and Cooking Stoves**, including the Dominion Jewel Range, Sterling Jewel Range, Grand Jewel Range, Home Jewel and many others. **The Grand Jewel Wood Cook Stove** is known and appreciated wherever wood can be secured for fuel.

We make many different kinds of **Heating Stoves** to suit all sections of the country, including our Ideal Jewel and Modern Jewel Base Burners, Grand Jewels, Jewel Oaks, Fire Kings, Jewel Triple Heaters, etc.



The Burrow, Stewart and Milne Co., Limited

Head Office and Factory at HAMILTON
Offices also at MONTREAL, TORONTO and WINNIPEG

*Western customers please write for information and send orders to our
Winnipeg Branch, No. 130 James Avenue*



Quality Counts—

But Counts DOUBLY When Price is Right

When you can say to your customer, "This bit is the best you can buy and the price is right," you make a satisfactory sale.

Dealers who handle **TOBIN HIGH SPEED BITS** know this. Send an order for them, they are business makers. We will send a sample **FREE** to any dealer.

Tobin Arms[™] Mfg. Co., Ltd., Woodstock, Ontario

The "BAYARD" Baby Automatic Pistol, Calibre .32 (7.65 ^m/_m)

The Little Giant—A Midget High Power Automatic

The .32 cal. (7.65 mm) "BAYARD" Pistol has been designed to meet the demand for a POCKET pistol COMBINING EASINESS OF MANIPULATION AND SIMPLICITY OF CONSTRUCTION WITH MAXIMUM EFFICIENCY.

Its size is that of a .25 cal. pistol, although it shoots THE POWERFUL .32 CAL. CARTRIDGE.

The "BAYARD" pistol possesses consequently THE ADVANTAGE OF having a size REDUCED TO THAT OF THE .25 CAL. PISTOLS and a CAL.



OF .32, GENERALLY CONSIDERED EFFECTIVE and heretofore found only in pistols of greater bulk. These features make the "BAYARD PISTOL" the IDEAL POCKET ARM.



"BAYARD" AMMUNITION

The .32 cal. (7.65 mm) "BAYARD" Cartridges adapted to Automatic Pistols of this calibre have no equal on the market as to quality, regularity of charges, penetration, etc. We are specialists in the manufacturing of this class of ammunition and guarantee against misfire, hangfire, etc.

FOR SALE BY ALL LEADING WHOLESALE HARDWARE HOUSES

Pease Economy Furnaces

WRITE FOR CATALOGUE AND PRICES

PEASE WALDON CO., LIMITED
WINNIPEG

PEASE FOUNDRY COMPANY, LIMITED
TORONTO

PEASE PACIFIC FOUNDRY LIMITED
VANCOUVER

"OAKVILLE" PURE ALUMINIUM COOKING UTENSILS

WILL
OUTWEAR
ANYWARE

Write for our Special Christmas Assortment

It will afford you a quick turn
over at good profits

THE WARE M^FG. CO. LIMITED

OAKVILLE, ONT.



THE "KOOTENAY" RANGE



*Our Popular
Steel Range
favorably known
from
Coast
to
Coast*

A ready seller

*below are a
few reasons
why this is so.*

The linings of semi-steel are practically indestructible.

The burnished top requiring only a rub with a rag or a piece of paper reduces cleaning work to a minimum.

Our new direct damper at the back of the range saves bending over the heated surface.

The Nickelled Oven is a recognised advantage—there are many others.

"McClary"
on Goods
is a Quality
Name

McClary's

McClary's
Ship
Quick

Toronto Montreal London Vancouver St. John, N.B. Hamilton Winnipeg Calgary Saskatoon

To the
**Western Canadian
Trade**

We extend our best wishes for

**A Merry Christmas and
A Happy and
Prosperous New Year**

Our stocks in all lines are in the
best of shape and your orders
will be taken care of promptly
and satisfactorily.

Winnipeg Ceiling & Roofing Co.

P. O. Box 2186 S. - Winnipeg, Man.

HIGH GRADE BUILDERS' HARDWARE

*The Kind
That Brings
Repeat
Orders*

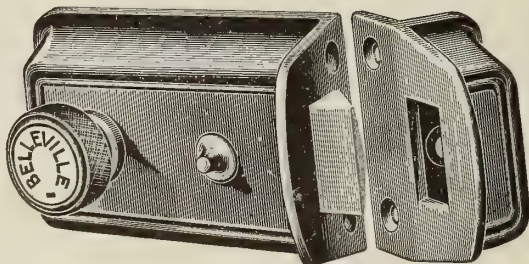
We manufacture a complete line of
guaranteed

**BUTTS HINGES
HASPS STAPLES
NAILS ETC.**

and our long established reputation
stands behind our guarantee. Send
us a trial order and test the selling
qualities of our goods.

Write for a Catalogue to-day

COWAN & BRITTON
GANANOQUE, ONTARIO



Do you handle Belleville No. 99
Cylinder Night Latch? If you
will ask your jobber for it and
compare with any Night Latch
on the market at the same price,
you will not handle any other.

Send For Our Catalogue No. 3

THE
Belleville Hardware & Lock Mfg. Co. Ltd.
BELLEVILLE, CAN.

ANTI-SOOT

The Coal Saver



cuts down your
fuel bills, saves
time, worry,
money, clothes
and furniture.

A splendid propo-
sition for the
dealer, as when
once used, con-
sumer is a
steady customer.

Attractively
put up for dis-
play purposes,
in lithographed
tins, which keep
Anti-Soot in a
perfect condition

**A 25c
Article**

Write for Particulars and Sample to

Moncrieff & Endress, Ltd.

Sole Canadian Agents

Winnipeg
Scott Bldg.

Vancouver
525 Pender St.

A NEW LINE OF PENINSULAR OAKS

THE HERO OAK

Plain Finish



Nickelled Finish



This new line of OAK Stoves follows the popular fancy for castings without any deep carving. The illustrations display the attractive character of the design. The doors are large and the durable bar grate is used. The price is equally as attractive as the design.

No.	Diameter of Body	Weight Plain	Weight Nickelled
12	12	100	110
14	14	120	130
16	16	140	150

Clare Brothers & Co., Ltd., Preston, Ont.

BRANCHES:

CLARE & BROCKEST, Limited, Winnipeg
RACE, HUNT & GIDDY, Edmonton

REYNOLDS & JACKSON, Calgary
J. M. KAINS & CO., Vancouver

THE MECHANICS' SUPPLY CO., Quebec

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DART UNION Pipe Couplings

They give satisfaction, and a satisfied customer is worth nine or eight of the other kind.

Dart Unions make joints that stay tight. Your customer never has to remake the joint, but when he wants to disconnect, it's no trouble and the union is fit to make another connection without expense or bother.

Dart Unions have the name "Dart" cast on them and are guaranteed two for one to give absolute satisfaction.

Your Jobber Sells Them

Dart Union Co., Limited

Toronto

HAMILTON & STOTT

*Consulting, Heating and
Plumbing Engineers*

PLANS AND ESTIMATES MADE
FOR CENTRAL HEATING PLANTS



Selling Agents in Canada for the

"VERMONT" LOW DOWN CLOSETS

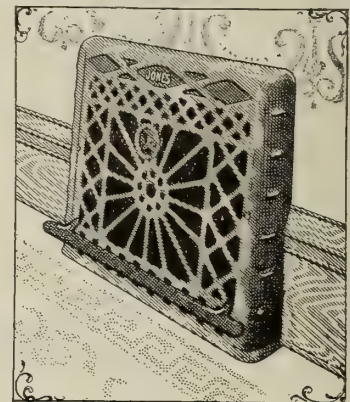
Every outfit guaranteed for three years. Once installed there will be no lost time in fixing ball cocks

We are also
successors to the

**Jones Register
Company**

and can promptly
fill all orders for

**SIDE WALL
REGISTERS**



**Howard Hot Air Furnaces and
Howard Hot Water Boilers**

Write us for quotations

ST. THOMAS, ONTARIO



PROFITS

—That's what interests you and every other progressive dealer. And that's why the

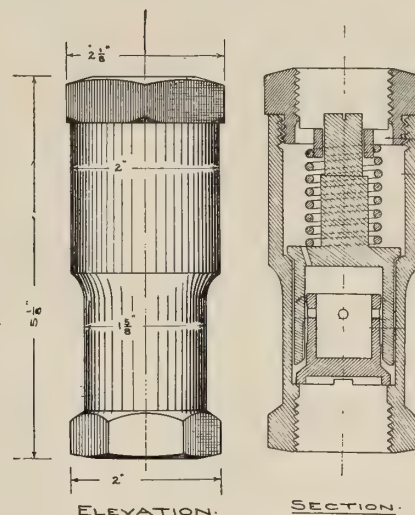
Connor Ball-Bearing Washer

is so popular with the trade. There's a good margin of profit on every sale. It has exclusive features that make women eager to buy it. No salesman need ever cut the price to sell it.

It will pay you to get fully posted on the Connor Ball-Bearing Washer. So write for our new catalog. Every enterprising dealer should have a copy.

J. H. Connor & Son
Limited
OTTAWA, CANADA

A Regulating Valve for Hot Water Heating



The Knickerbocker Regulator

**Is a New and Absolutely Safe Remedy
for Faulty Hot Water Systems**

It is the only device that will operate automatically both on open and closed systems of hot water heating. It increased radiation from 25 to 50%, and reduces the consumption of fuel.

This device can be easily applied to old as well as new systems, and we guarantee perfect service wherever it is installed.

The heating engineer who uses this valve when repairing old systems or putting in new ones is the man who will defy competition.

*Get Our Prices and
Circulars at Once*

**The James Morrison Brass Mfg.
Co., Ltd.**

Manufacturers and dealers in a complete
line of Plumbing and Heating Supplies

93-97 Adelaide Street West - TORONTO

Holiday Greetings

The Christmas Season approaches and another year will soon pass into history. Our sincere wish is that it has been a profitable year for you and that the New Year will bring even greater prosperity than the year just ending.

Finest material, attractive finish, nickel door, ring and swing top, removable grates, easily operated, and will burn wood, soft and hard coal. Very popular seller, at attractive prices.

Canadian Heating & Ventilating Company, Limited

OWEN SOUND,

::

ONTARIO

Christie Bros., Ltd.
1824 Dundas St., Toronto

Christie Bros. Co., Ltd.
Winnipeg

Munro & Arnott
Vancouver

The "Empire Quebec"

A splendid line to push
during the winter months

Made with duplex grates in three sizes,
30, 40 and 50.

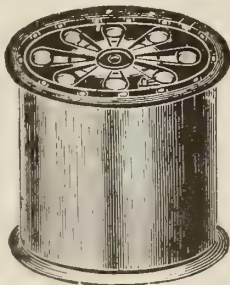


Heating Drums and Stove Pipe Thimbles

Are Now in Demand

Coal and wood is expensive. It is estimated that 75% of the heat goes up and out of the chimney.

Order a stock of these New Century Drums and tell your customers of the saving of heat they make. Can be used on Stove Pipe or Furnace Pipe.



This is the **Collins Patent Asbestos Stove Pipe Thimble**. Floor extension 8 in. to 16 in. The only real fire-proof thimble made, having a cast iron top which admits our cast iron register when pipe is taken down.

Send for Catalogue Showing Full Line

The COLLINS MFG. CO.

413-415 Symington Avenue

TORONTO

ONTARIO

Flat Rolled Steel

"BEST BRIGHT FINISH"

Just the stock for nickel plating,
stove rings, facings, corner pieces.
All widths, thickness and
temper.

Send for Illustrated Booklet

United States Steel Products Co.

MONTREAL, QUE.

Paint Oil Profits

Depend Upon

Proper Storage Methods

Anybody can sell paint oils but comparatively few dealers sell them at a profit.

Why?

Because of the tremendous waste under the old methods. Just stop and think how much time and labor is lost in drawing oil from a barrel or tin tank. Look at the measures, funnels, floors and faucets—you can see the oil that is wasted there. Then think how much oil is absorbed by the barrel and how this absorption affects the quality of the oil that you do sell.

Every cent of this loss can be stopped and turned into your pocket as clear profit by using a

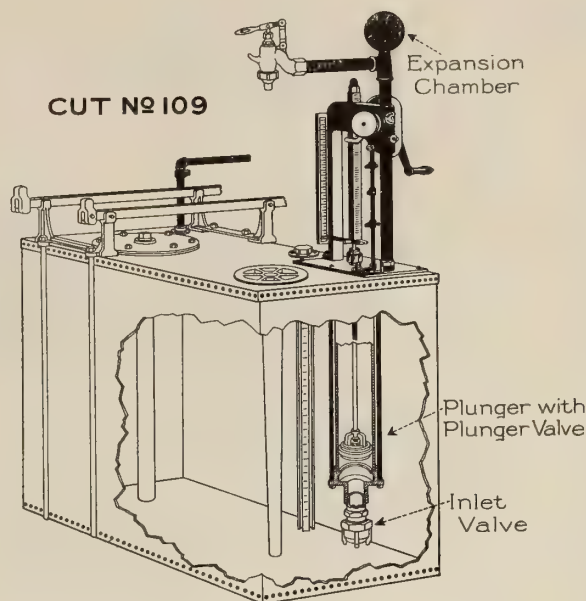


Illustration shows interior view of a paint oil unit. Note the ends of the fill, return and gauge stick tubes are $1\frac{1}{2}$ " below suction—result, these tubes are hermetically sealed in oil at all times.

Bowser Paint Oil System

*A Merry Christmas
and New Year of
Continued Prosperity*

*What more could we imply in
our Greetings!*

If you are a Bowser user, your present as well as your future prosperity is assured and Christmas giving is a pleasure. If you are not a Bowser user, we hope Santa Claus will put the desire for a complete Bowser System in your stocking.

Again we wish you

*A Merry Christmas
and New Year of
Continued Prosperity*

This system is the only equipment for paint oils sold in the Dominion of Canada that has been passed by the National Board of Underwriters—This fact demonstrates its safety.

While the safety feature is very essential in a storage system and is found in its highest degree in the Bowser, still the economic and profit-paying advantages alone are sufficient to recommend its installation.

The Bowser System has been installed by hardware and paint dealers from Nova Scotia to Vancouver—Why—because it pays a profit impossible to get in any other manner.

It will pay you the same as it has paid others—Let us send you details.

Send for our free illustrated booklet, descriptive of these outfits. It is well worth a postal card. Write to-day.

S. F. Bowser & Co., Inc.

Box A.B.

TORONTO, ONT., CANADA

Made by Canadian Workmen and Sold by Canadian Salesman.

Patentees and manufacturers of standard, self-measuring, hand and power driven pumps, large and small tanks, gasoline and oil storage systems, oil filtration and circulating systems, dry cleaner's systems, etc.

Established 1885.



1913 Baby Carriages and Go-Carts Now Ready

Travellers now on the Road.

THE GENDRON MFG. CO., Limited
TORONTO

The "Handy Andy" Improved Force Cup



For household use, enables anyone to keep the drain pipes of sinks, baths, basins, tubs, etc., free and clear, and in a safe and sanitary condition.

There's a Good Sale For Them

Manufactured solely by
The Gutta Percha & Rubber Mfg. Co.
of Toronto, Limited

TORONTO MONTREAL HALIFAX WINNIPEG
CALGARY VANCOUVER

BLACK DIAMOND FILE WORKS

ESTABLISHED 1863

INCORPORATED 1895

Twelve Medals of Award at
INTERNATIONAL
Expositions



Special Grand Prize
GOLD MEDAL
Atlanta, 1895

Copy of Catalogue will be sent free to any interested File User upon application.

G. & H. BARNETT COMPANY, Philadelphia, Pa.

OWNED AND OPERATED BY NICHOLSON FILE CO.

We manufacture all kinds of Oil Cans, including Heavy Steel Copperized Oilers, Can Screws and Stove Urns.

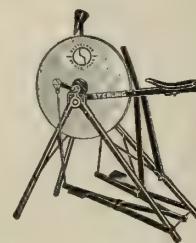
Write for Prices

The Consolidated Fruit Jar Co.
New Brunswick, N. J.



Buyers will Look for this Trade Mark

Be ready to supply them with a genuine Cleveland Grindstone from our Berea or Huron quarries—the world's standard of highest quality. Every stone can be identified by this trade mark. Advertising campaign for business is in full swing. Cleveland Grindstones are made in all sizes—power, hand and treadle—and for all purposes. No matter what the needs of your trade, you can get them from us at prices that insure generous profits. Write for Catalogue and Prices.



FOOT POWER

Look for the trade mark on every stone.

The Cleveland Stone Co., Cleveland, O.

Sells Itself

Yes—it practically sells itself because every man and woman who sees it, realizes their need for this handiest and most efficient of knife sharpeners. This is called the Pike India Kantbreak Knife Sharpener because it's one of the many famous

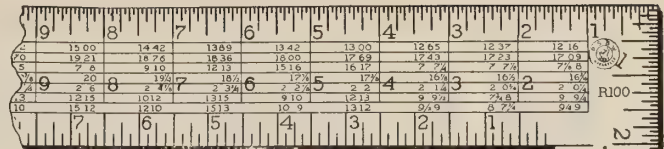


PIKE SHARPENING STONES

"The only line that includes every sharpening substance—natural or artificial—each the best for some sharpening need."

Your sharpening stone sales need not be confined to shops alone. Cultivate the home trade—every home needs a few sharpening stones. Use this as an entering wedge. We stand ready to help you in many ways—write for our Free Store Helps to-day.

Pike Manufacturing Co.
23 Main Street Pike, N.H., U.S.A.



A Way to Increase Your Trade with Carpenters

Show them this rafter-framing square and the book that goes with it.

The square has an exclusive style of marking making its use 25% easier.

The book is a concise, clear, carefully indexed, fully illustrated treatise on the fundamental problems of roof-framing.

Send for Catalog 12B listing the largest line of mechanics' hand-tools offered by any maker.

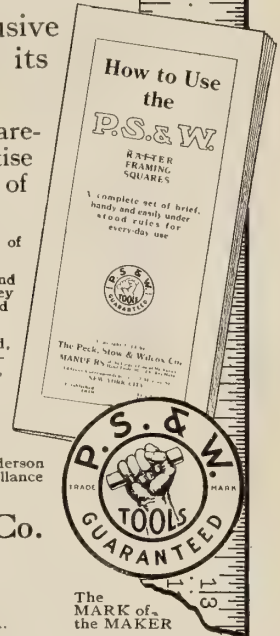
The following jobbers handle P. S. & W. Tools and will no doubt order any tool you wish, if they haven't it already in stock. If you find it hard to secure P. S. & W. Tools, write us.

Calgary—J. H. Ashdown Hdwe. Co., Ltd.; Wood, Vallance & Adams, Ltd. Hamilton—Wood, Vallance, Ltd. London—D. H. Howden & Co., Ltd.; Hobbs Hdwe. Co., Ltd. Montreal—Caverhill & Learmont; Frothingham & Workman, Ltd. L. H. Herbert & Co., Ltd.; Lewis Bros., Ltd. Saskatoon—J. H. Ashdown Hdwe. Co., Ltd. Toronto—H. S. Howland Sons & Co.; Kennedy Hdwe. Co., Ltd.; Rice, Lewis & Son, Ltd. Winnipeg—J. H. Ashdown Hdwe. Co.; Merrick-Anderson Co.; Miller-Morse Hdwe. Co., Ltd.; Wood-Vallance Co., Ltd.

The Peck, Stow & Wilcox Co.

MFRS. of Mechanics' Hand Tools, Tinsmiths' Machines, Builders' and General Hardware.

Established 1819
Address 28 Murray St., New York, N. Y., U.S.A.



Black Jack

Sold by
all
Jobbers



3/4 lb. tins
3 doz. in case

Quick Clean Handy

Take a Look at the New "Yankee" Plain Driver No. 90

Standard Style

14 Sizes,
2 to 30 in. Blade

**No. 95
Cabinet Style**

Slim Blade
2 1/2 to 15 1/2 in.

Strong, durable, well balanced tools, of the same high quality of material and workmanship as other "Yankee" Tools, which today are without equal. The Blade and ferrule are highly polished, the handle of hard wood finished in dully black, making a handsome appearance. Each tool is thoroughly tested and the blades are **POSITIVELY GUARANTEED** not to turn in the handle.

Your jobber will supply you

North Bros. Mfg. Co.
Philadelphia, Pa., U.S.A.



MAXWELL'S

"FAVORITE"

CHURN

Nearly twenty years of test throughout Canada and many foreign countries have so conclusively proved the superiority of Maxwell's "FAVORITE" Churn that its sales to-day in the Dominion exceed those of all other makes combined.



Combined Foot and Lever Drive



Bow Lever, Adjustable Handle

The barrel is of best imported oak, finished in natural wood, with silver aluminum. The roller bearings are exceptionally generous in size, easy running and durable. Frame is of angle iron and bar steel, rigid and almost indestructible.

The combined foot and lever drive illustrated is wonderfully easy, and is our standard equipment. If, however, any of your customers prefer the bow lever, we fit it as shown, with a handle adjustable to any position.

Made in 8 sizes. No. 0 to No. 8, to churn from $\frac{1}{2}$ to 40 gallons. Larger sizes fitted for belt drive if desired.

Write for illustrated Catalogue to

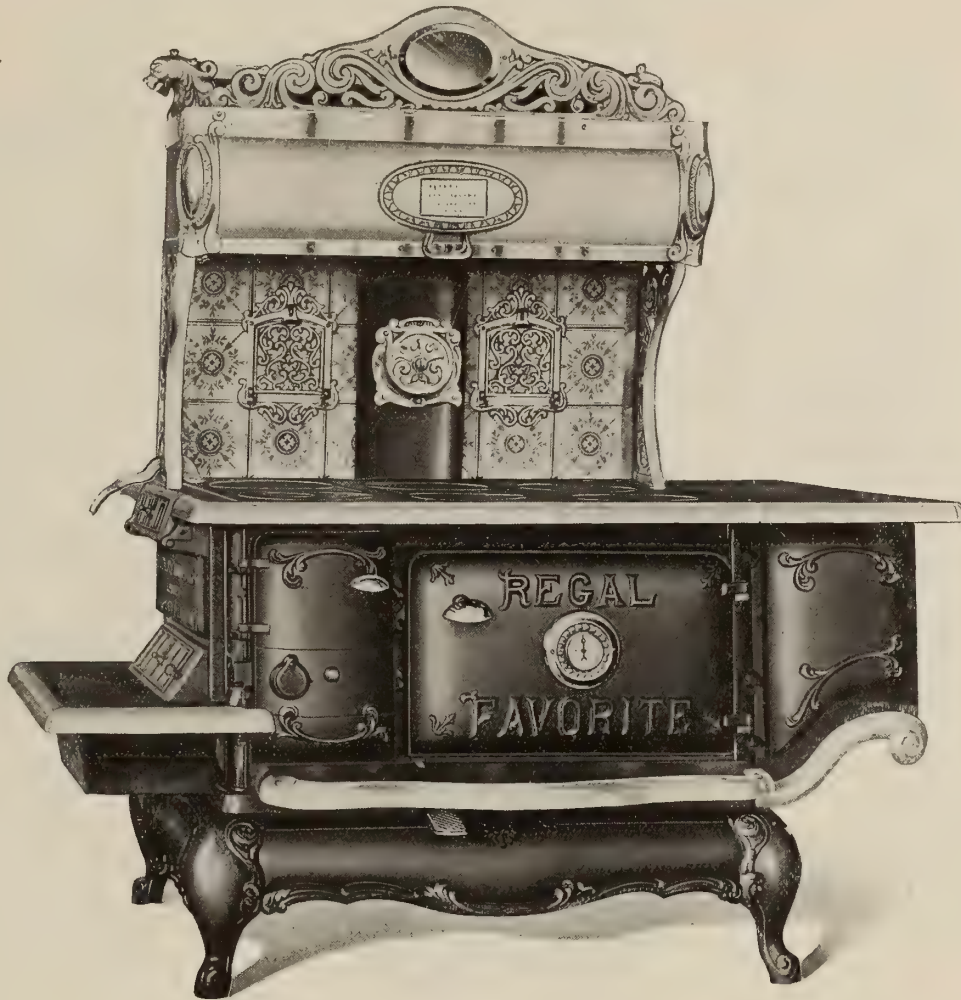
David Maxwell & Sons

St. Mary's

Ontario

THE REGAL FAVORITE

Has class and individuality and is specially built to meet the requirements of the rural districts of Canada. It has a **large roomy top, large square oven.** The **firebox for wood** is long and spacious. The **firebox for coal** is constructed to keep a continuous coal fire night and day with a minimum amount of fuel.



Burns Either Coal or Wood

The **Regal Favorite** is distinctively a farmer's range and the dealer who secures the sale of it is sure to command the country trade for his district.

There is nothing on the market to compare with it for the purpose for which it was built. Dealers who bought a sample range early in the season are writing and wiring orders every day for more of them.

Made in Two Sizes, 19 and 21 Inch Ovens

FINDLAY BROS. CO., LIMITED

Carleton Place, Ont. and Winnipeg



Big Ben Store Helps

In order to enable Canadian dealers to get the maximum benefit from the Big Ben campaign now running in Canadian magazines, we are packing Big Ben specially for Canadian trade, six in a carton with a full set of store selling helps (two posters, two show cards, two metal signs.)

On an order for 12 we add a solid mahogany display stand. On an order for 24

In broken and dozen lots, \$2.05

or more, we print your name on dials, give the posters, display stand, and a beautiful metal sign lithographed in five colors.

Big Ben and his selling helps are being carried in stock by 54 wholesale Canadian distributors. We will be glad to let you have their names upon request. Any will tell you Big Ben is the best made and the best selling alarm that's ever been put out.

In lots of 24, \$1.95

The Western Clock Co., La Salle, Ill.

CANADIAN HARDWARE STOVE & PAINT JOURNAL

VOLUME FOUR

TORONTO, DECEMBER, 1912

NUMBER TWELVE

PUBLISHED THE FIRST WEEK IN EACH MONTH BY

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WESTON WRIGLEY, *Manager*
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Wholesalers and Retailers Should Co-operate.

In another part of this issue is printed an article from the pen of a Chicago hardwareman dealing with the difficulties which retailers are facing on account of the competition of the catalogue houses. The article is an interesting one and should be widely read. While one may not agree with all its conclusions, it is none the less worthy of perusal.

Probably few will agree with him in the suggestion that one of the remedies for the evils which the catalogue houses are creating may be found in consolidation of the wholesale and retail branches of the hardware trade, either the wholesalers absorbing the retailers, or vice versa. For the retailer to absorb the jobber is a theory impossible of practical realization. On the other hand the retailer does not desire to be swallowed by the wholesaler. He wants to move, live and have his being in his own store.

We are a long distance away from the day, in spite of the inroads of the catalogue houses, when either the wholesaler or the retailer will cease to exist. Each has his distinct place and function in the complex commercial system of the country. The catalogue house may encroach upon the premises and properties of each, but to encroach is not to swallow. Some may go down—in fact some have already gone down under the stress—but the fit will survive, and in the process of evolution become fitter.

The elimination of the small dealer would mean the destruction of the small town. And that is a condition inconceivable. Were such a consummation possible the outlook would be sad indeed for the country. Be it remembered it is not the large cities that are the backbone of the country. It is the thousand and one villages and towns which are scattered abroad throughout the length and breadth of the land.

The hope of the hardware trade is not in the wholesale and retail branches swallowing the one or the other. It is more likely to be found in sympathetic co-operation, each recognizing that their interests are co-ordinate and not antagonistic.

He who lacks enthusiasm is deficient in one of the chief qualifications of good salesmanship.

Difficulties Between Wholesalers and Retailers.

A commercial traveller who periodically covers Canada from ocean to ocean, ventured the opinion the other day that many of the problems that now face the trade would be removed if wholesalers and retailers could get together under one association.

While the formation of such as he suggested may not be practical, there is no question in regard to the advantages that would accrue from satisfaction and co-operation.

Much of the misunderstanding that occasionally crops up between wholesalers and retailers is due to a lack of full knowledge of the circumstances on the part of one or the other, and possibly of both. There is an old saying to the effect that "if one knew all he would forgive all." Certainly if both parties to a dispute were conversant with all matters appertaining thereto, the solution of it would be a comparatively easy matter.

If an association covering both the retail and wholesale branches of trade is not possible or practical, accredited representatives of each could undoubtedly periodically, and possibly systematically, get together and discuss the pros and cons of the matters in dispute.

Fortunately in this country there is a disposition on the part of both wholesalers and retailers to do this. The proposed joint conference in Hamilton in February next is proof of the existence of this amicable feeling.

The salesman who remembers his employer's interests does not forget his own welfare.

A Faculty Window Dressers Should Cultivate.

The up-to-date window dresser is not only he who can make an artistic trim. It is he who, plus the artistic taste, also possesses the faculty of taking advantage of some local or national event and working it into his display.

For example, a short time ago in a certain small town there was a parade of firemen. One of the local hardwaremen, who was of the alert description, seized the opportunity to build up in his window from the goods he had in stock an exceedingly good imitation

of a fire engine. For instance, a stone with a colander for a chimney was made to represent the boiler. A dust pan was utilized as a seat for the driver. Milk cans were made to represent the steam cylinders. These are a few of the lines utilized, but they are sufficient to impart an idea in regard to the methods employed, and to illustrate what can be done by window dressers who are wide awake to their opportunities.

Courtesy doesn't cost much but it returns big dividends.

Interesting Fixed Price Lease.

A case was recently before the Michigan courts which, while not of direct interest to hardwaremen in Canada, is indirectly so to business men the world over, on account of the underlying principle at issue.

The point at issue was as to whether or not a dealer who persisted in selling at 6 cents a certain package article upon which the manufacturer had fixed the retail price at 10 cents could be restrained from doing so.

The courts have decided that under certain conditions this can be done. And as the particular case under review accorded with these conditions a permanent injunction was issued by the court forbidding the defendant from selling below the minimum price of 10 cents.

These conditions were in effect that in order to compel the enforcement of a fixed price stipulated by a manufacturer the contract must be printed on a package or carton which has been patented in the regular way. In this particular case the conditions were, of course, complied with.

Had there been no patented carton no permanent injunction would have been granted. This is the interesting point in the case.

He who keeps an eye on his employer's business is wide awake to his own interests.

Irresponsible Collecting Agencies.

A number of merchants in the United States have been recently victimized by irresponsible so-called agencies.

While we in Canada are comparatively free from the depredations of agencies of this class, it is well that business men in this country should be put upon their guard.

A new concern that appears upon the scene may not necessarily be dishonest, but merchants cannot be too careful to whom they pass their accounts for collection. To strangers they certainly should not pass them without careful investigation. Knowledge should be obtained of their general reputation, their financial standing and the methods they employ. With these assured the danger will to all intents and purposes be removed.

Poor advertising can no more be expected to hold business than poor glue to hold furniture.

A Present for the Clerks.

A present to the clerks at the Christmas holiday season by the employer goes a great way to stimulate effort, even among the most conscientious of men.

That which will lend to educate the clerk as well as stimulate him is naturally the best present to give

him. For this purpose there is nothing better than a year's subscription to a good trade newspaper.

A trade newspaper is a text book on all phases of retailing—window dressing, advertising, cost accounting, and scientific business methods—and is procurable at a cost so small as to be ridiculously out of proportion to the benefit that is to be derived from its perusal.

In the larger stores particularly a large percentage of the selling is done by the clerks, but whether the store be large or small it is highly desirable that the clerk should be as efficient as it is possible to make him. The trade paper helps him to be efficient. Consequently a few dollars spent by the merchant in the way suggested will be money well invested.

Those who merely keep step with the rank and file will never be leaders in business.

World-Wide Strength of Iron and Steel.

Hardwaremen can scarcely be uninterested in the strength which at present characterizes the iron and steel trade both

at home and abroad.

When in the basic industries prices are advancing it naturally follows that their influence on the more finished products is not lost.

At present the situation in iron and steel the world over is uniformly strong. In Canada pig iron prices have appreciated fully \$3 a ton within the last six months. The furnaces are so booked with orders for the first half of the next year that they prefer not to even consider business for any period beyond that. As a matter of fact the iron furnaces of this country are finding business greatly in excess of their ability to supply. The reflection of this is seen in the advices that come from the United States that Canadian buyers are searching the market there for two and three thousand ton lots of pig iron.

One interesting feature of the situation in Canada, so buyers inform us, is that the quotations now being given by both American and Canadian furnaces are practically the same.

Whether this is a result of an understanding, as some buyers presume it may be, between the iron furnaces on both sides of the border we cannot say.

One thing, however, is certain, the pig iron manufacturers in both Canada and the United States are excessively busy. In the United States it is the general opinion that the great forward movement which now characterizes the market there, has come to stay, and still further advances are expected. In Great Britain the iron and steel market is still characterized by unusual strength. Pig iron is 20s. a ton higher than a year ago, while finished steel and iron is from 20 to 40s. above the level obtaining a year ago. Turning to Germany and Belgium a similar satisfactory state of affairs is found to exist.

It is only by Labor that Thought can be made healthy. It is only by Thought that Labor can be made happy, and the two cannot be separated with impunity.

—John Ruskin.

When and How to Take Stock

By A. F. Erickson

Stocktaking. This is a word that means a lot and one that is thought of by some with dread because it means extra work. In many stores one will find clerks at this time of year grumbling and saying to one another, "Soon we'll have to come back nights and take stock. I wish it was all over."

Everyone will acknowledge that the job of taking an inventory of what is on hand at the end of the year is not a pleasant occupation, but if the work were not done, where would the merchant be at? He could not tell what lines were good sellers and what were "stickers." He would be at a loss to know what lines to buy and in a quandary as to just how much money he was making. If he finds he is only making three per cent. net in his business, he might just as well put his money in the bank and sit down and watch it grow. The banks will pay three per cent. on all the money a man cares to give them.

The writer once found a man who did not keep track

as his reason that during January he is given a chance to clean up a lot of stock that was left over from Christmas trade, such as cutlery, brass jars and candlesticks, and other lines that it will not pay to carry over. Last year, between New Years and the first of February, this man cleaned out over \$700 worth of this class of goods. He also uses this month for sending out old accounts and collecting money. Then, too, he carries a lot of heavy hardware, such as pipe and carriage parts and these are not in great demand at that time. Another reason is that spring goods arrive around the first of March, and if stocktaking operations are just being completed at that time, the new goods can be sorted and put in with the stock that has been left over from the previous year.

Keep a Stock Book.

The work of stocktaking would be greatly lessened if all retailers would adopt the methods employed by

INVENTORY							Year _____	Folio _____
Sheet No. _____							Priced by _____	
Called by _____		DEPARTMENT _____					Extended by _____	
Entered by _____		LOCATION _____					Examined by _____	
	CHECK	QUANTITY	DESCRIPTION	WEIGHT OR NUMBER	PRICE	EXTENSION		
			Amount Forward	:				
necessary to refer to stock on hand								

Form of stock sheet used by a large number of firms. The illustration is about one-fourth the size of the original.

of his stock and had it scattered all over the store. He was asked how he knew he was making money out of the business. "Well," he replied, "I am getting three square meals a day, have a good bed so I figure I am making money." So he was, but he could have made a whole lot more had he conducted his business in a right manner and kept good track of his stock.

Then, again, if a man does not keep an accurate statement of his stock on hand, how will he know how much insurance to place? And in case he has a fire, how is he going to fix his claim? No insurance company will pay a man simply on his statement that he lost so much goods. They have to be shown.

Which Time is Best?

Opinion differs among dealers as to what is the best time to take stock. It depends altogether on the nature of the trade done. Some dealers have a dull month in January, while February is the slack time for others. In most cases, however, the latter month usually sees trade slow down and, therefore, this seems the most logical time to take an inventory. One progressive dealer who does the work in February gives

some of the larger stores. Some dealers keep a stock book and in this have one or more pages devoted to each of the many lines they carry. When the book is started, the amount of each line on hand is entered and when a new shipment is received, it is entered up and added to the number of that line on hand. In this way, the dealer can tell in a minute just how much stock of a certain line he has and, too, at the end of the year he knows just what lines have sold the best and those that have been slow. This helps him greatly in his buying when the next season comes round. Again, in case of fire, he can tell at a moment's notice just how much stock has been lost and what his claim will be. If you do not care to enter up the goods as they come in, file the statements of the wholesalers, and at the end of every month enter the goods in the book.

Do Special Sales Pay?

Whether or not special stock-reducing sales should be held previous to stocktaking time, is a question for the dealer himself to decide. It depends on the locality he is in. Some retailers in outlying parts of a city

say it does not pay to slaughter prices, for the people will jump on a car and go down town anyway to make their purchases. Others say it does pay a man to greatly reduce his prices on some slow lines in order to get rid of them. The Russill Hardware Co., Toronto, hold special sales every Saturday in the year in order to reduce their stock of lines that are not moving fast enough. Starting on Wednesday or each week, Mr. Russill and one or two of his clerks go through the stock and find out the "stickers" and these are put down for the Saturday "special." A large advertisement is prepared and inserted in three or four of the Toronto dailies. The result is that the firm gets people from all over the city as well as farmers from the surrounding country, for the store is located right near the city market where all the farmers come to sell their produce.

Methods to Use.

When the actual operations commence, the clerks, as every dealer knows, should be set apart in two's one to call off and the other to write down. The nature of the stock sheet used varies in different stores, but the most common one is that containing columns for the article, the total number, the cost of the thing and the total value.

All the articles of one kind should be gathered together before hand, in order to save time. To save more time, the extensions need not be made at the time of writing down, although the man with a sheet sometimes has a minute while the caller-off is getting a bunch of stuff together. He can then extend a couple of items, or as many as he has time for. One large retail firm never makes an extension till after a record of all the goods has been taken. Then they divide the sheets in equal numbers and give each clerk his share to take home and work on. The reason for this is that a clerk, who is writing down, might hurry to extend a few items while his partner is collecting, and make a mistake in the extension.

The loose-leaf system is a good one to employ. It saves a lot of time and the records can be filed away in better form.

Keep Track of Sales.

It is absolutely necessary to keep an accurate tab on stock sold and shipments received during stock-taking operations. The stuff sold can be recorded in the counter day book and this gone through either at the end of each day or when the work has been finished. Records of all goods that come in should be carefully filed away and added to the amount shown on the stocktakers' reports.

Never buy in large quantities while you are taking stock, unless, perhaps, you get a chance to pick up a lot of goods that you know to be a bargain. Only staple lines should be purchased, and these in small lots.

Importance of Cost Mark.

It is essential to have the cost mark on all goods. Most retailers do this, but there are some who have just the selling price. The man who has only the latter mark, will find the work of stocktaking far greater when he discovers that after putting down the number of articles on hand he has to look up old invoices and find what the goods cost him. Not only at stock-taking time will the absence of the cost mark be felt, but, supposing another dealer in your town comes in and asks you for an article he has run out of, how will you know what to charge him, without looking up your invoice? Quite recently the writer was in a hardware

store talking to the proprietor, when another dealer came in and asked for some axe handles. He had run out of them and wanted a dozen to fill a rush order. The dealer of whom the request was made did not put the cost mark on his goods, and as he wanted to give his competitor a better price than his regular selling cost, he was forced to hunt through a big pile of old bills to find out what the goods cost him.

One Dealer's Good Plan.

Jobbing house catalogues are gotten up practically all the same, and the prices, as a rule, are alike. Wm. Walker & Son, Toronto, always keep one of these in the office and when a bill comes in, they check it up with the catalogue. If there has been a change between the price charged on the bill and that quoted in the catalogue, they make the change in the catalogue. Then when stocktaking time comes around and they come across an article on which they know there has been a change in price, they look up the catalogue and find the prevailing cost. If some of the old goods are marked at a price lower than that then being charged, they enter the old goods on the stock sheets at the price then being quoted. Thus they are that much ahead.

Look over your completed stock sheets carefully, study out where you have made mistakes and "go to it" in 1913 with renewed vigor and a resolve to profit by the errors you made in 1912.

VALUING THE STORE AND STOCK.

When you have grown weary of the business of merchandizing, when the lumbago hits you and green fields and a little garden plot hold a restful meaning to your tired eyes, you will look around for someone to take the load from your shoulders and leave good round dollars in exchange for your business.

With most merchants the time of selling is vague and indefinite. They know in a hazy way that they will sell some time, but never have conducted their business in a way to attract a possible investor. It is not infrequent that we learn of merchants who have reaped considerable returns from their business, and yet who are unable to dispose of the business at a fair price, says the Cincinnati Trade Review.

It is notable that the largest percentage of merchants can demand no bonus for their accumulated trade. Neither will the investor assume outstanding accounts at any figure. One would decide, then, that the sale of stock and fixtures should bring the regular invoice price. This is seldom the case. The buyer generally secures an invoice man from the jobbing house and the result of this stocktaking is invariably much lower than the privately conducted invoice. The merchant who believes he has a \$5,000 stock, generally wonders at the invoice statement of \$4,500. Many merchants are unable to sell outright. Their extensive credit accounts, trading stamps, old stock competition, cut prices and inefficient clerks are all scanned by the investor who passes the store up as a bad risk.

No merchant can determine as to when he will wish to sell his store. He must conduct it in such a manner as will attract the investor and eliminate the features that render it undesirable. Arrange and manage your store as if you were to show it to a prospective customer. Thus, some day, you will sell it without effort, or rather, it will sell itself. And if you do not sell, the plan of conducting your store for the eyes of the buyer will gain for it the approval of the customer and self-satisfaction. Study well the question: Will your store sell?

Future of the Retail Hardware Trade

By S. J. Stebbins

As readers of the Journal are well aware, the future of the retail hardware dealer on account of the competition of the catalogue houses is at least as live a question in the United States as it is in Canada, and the subject is naturally receiving a great deal of attention from the trade press. In a recent issue of the Iron Age Hardware is a letter from J. F. Howe, a former president of the Pennsylvania Association, on this important subject which is herewith reproduced for the benefit of the hardware trade in Canada. The letter, which was inspired by an article on the same subject in a former issue by Mr. S. J. Stebbins, of the Stebbins Hardware Company, Chicago, is as follows:

"Mr. Stebbins' statement that the evolution now going on in the retailing of merchandise will soon eliminate the retailer who does not put himself in a position to buy his goods as low as his competitors (the catalogue house and the retailing jobber) is unquestionably a fact, and has been so recognized by observing merchants for the past ten years.

"Every one knows that there are catalogue houses and supply houses in all of our cities who are recognized by manufacturers as being entitled to jobber's prices, but who job practically nothing, selling direct to the consumer. But the small retailer everywhere is barred from this opportunity and must buy his goods from the jobber at a price, Mr. Stebbins says, 33 1-3 per cent. above the price the jobber and the catalogue house pay.

Retailer Up Against It Strong.

"It is absurd to expect the average retailer to succeed against competition of this kind. Granting that both these classes of merchants are of equal ability, but one of them is able to buy his wares at one-third less than the other, it is easy to see which one will succeed and which one will fail, and the result would be the same, even if the difference in buying were only half as great.

"The fact that some small merchants are still succeeding, notwithstanding such a handicap, proves nothing. Unusual ability, favorable location and local conditions are occasionally such that a moderate degree of success is attained in the face of obstacles that would ordinarily cause failure.

"I do not think any one who has watched the trend of events in this problem of distribution will question Mr. Stebbins' statement that the small retailer as we know him (and he constitutes 75 per cent. of those engaged in the trade) will soon be eliminated if present tendencies continue.

"Granting that these conclusions are correct, what is this great army of retailers going to do about it? Are they going to accept this as being the inevitable, or will they be able to adopt methods by which their business may be continued?

The Public Wants Local Stores.

"It would seem that the first thing to be determined is whether the buying public want local retail stores or not, and will they patronize such stores in preference to sending long distances for their goods, providing the local store can supply them at about the same price.

"This question has been put up to the people a great

many times and the answer is practically unanimous that they do want the store located close to them, where they can get goods promptly as they need them and they will willingly pay a small percentage more for the better service rendered.

"This being the case, then a way will be found to continue them. If the present system will not do it, then a system will be adopted that will continue them and do it in a manner satisfactory to the public and profitable to the merchant.

Jobber Not to Blame—He's Doing the Best He Can.

"The jobber is being criticised by some of the trade papers and by a great many retailers, for not furnishing the retailer with goods at a price which will enable him to compete with catalogue houses and jobber-retailers.

"It seems to me that this criticism is unfair to the jobber. All jobbers buy goods from the factories at practically the same price. If as generally supposed it costs the jobber about 20 per cent. to sell goods to the retailer then the retailer who buys from the jobber must pay 20 per cent. more than the retailer who buys direct from the factory, and there is no way to get away from it.

"The jobber who sells the retailer is not to blame. He is selling as cheap as he can. He suffers with the retailer. When the retailer loses business the jobber who supplies him loses the business also.

The only hope for the jobber is to hold as much of the trade of the retailers as he can and at the same time open up a retail department himself. Most of the jobbers are already doing this and more will do it in the future. Some of them are even establishing branch retail stores and they are successful.

Buying Direct.

"Mr. Stebbins says the main trouble with the small retailer to-day is his goods costs him too much. And his remedy is that the small retailer must buy direct from the factory. This plan seems to have been successful in Mr. Stebbins' case, but he is located in a large city, and for many years has been able to purchase in large quantities, which justified the manufacturers in selling him direct.

"This, however, is not the situation generally. Probably 75 per cent. of the retailers would find it impracticable to buy more than about one-fourth of their stock from the factories. In many cases the manufacturer refuses to sell him at all and if they would the small quantity he could profitably buy and the distance and the hundreds of small orders he would have to place would make it impossible.

Time Has Come for Consolidation of Interests.

"If it is not practicable for the small store to buy direct, and if it be admitted that the jobber by the present system cannot supply the small store at prices that will enable him to compete with the catalogue house and the jobber-retailer, then the time has come for the consolidation of the jobbing with the retailing business.

"We must bear in mind that each community wants and will have a local store. This is the logical and economical way to provide the people with the things

they need. The problem is how to furnish the people in the smaller towns and rural districts with goods in the most economical way.

"It is evident that it would be wasteful for a store to carry a large stock, in these small towns. There must be a large jobbing warehouse in some nearby city where the small store can replenish its stock frequently and promptly.

An Economical Plan.

"There are two ways by which this consolidation can be brought about. The jobbers can own the retail stores, which would then be branch stores, or the retailers must own their own jobbing houses. Firmly establish either one of these systems and the question of distribution has been solved, and solved right, for it would be the most economical method of getting merchandise from the maker to the user.

"This system would eliminate half or two-thirds of the number of stores, both wholesale and retail, which in itself would be a tremendous saving to the people. The people would be supporting one store, where they are now supporting two or three or more. Two years ago a town in Pennsylvania of a population of 3,600 had fifty-two stores. More than 500 visits a month was made to these stores by salesmen. The people of that town not only paid the entire expense of maintaining these fifty-two stores, but they paid the expenses of these 500 visits per month by the salesmen.

"Under the present system of distribution there is an unnecessary expense of probably more than thirty per cent. If this could be saved to the country, what a cut it would make in the high cost of living.

The Public Interest.

"Whether the jobbers take over the retailing interests, or the retailers absorb the jobbing business, makes but little difference to the public, so long as it results in cutting down the cost of living. The probability is that both will be done to some extent.

"I believe the position of the retailers is the most favorable from an economic standpoint, to take up this idea. But the jobber as a rule is a bigger, broader business man than the retailer, and more likely to act along new lines and will probably "beat the retailer to it."

Retail Co-operative Buying.

"Retail hardware dealers in two or three of our cities have maintained their own jobbing warehouse on a small scale for several years with satisfactory results, but the organization of the American Hardware & Supply Company of Pittsburg, about two years ago, is the first attempt, on a larger scale, to put this plan into practice.

"This concern has about 130 stockholders, located principally in Western Pennsylvania, although they have members in three or four other states.

"The general report of those interested in this company is that they are well satisfied with the venture, and they expect in time to have four or five hundred members, which will place them in a very strong buying position.

"If this method proves more economical in the plan of distribution than the old way it will succeed until something better comes to the front, but at the present time it would seem to be the best plan in sight.

"If this is worked out by the retailers to any great extent, they will have to act quickly, or they will find the field covered by other interests.

"They are on the ground now, they are acquainted with the retail trade, everything is in their favor.

"A recent writer on this question said: 'The retailers are not aware of it, but they are really waiting for some one big enough to organize them into the greatest buying organization that the business world has ever seen.' It looks at the present time as if it was 'up to the retailers.'"

TAYLOR-FORBES INCREASE CAPACITY.

The stock of lock equipment owned by the Wilcox Manufacturing Co., London, Ont., which went out of business a short time ago, has been taken over by the Taylor-Forbes Co., Guelph. This equipment includes dies and tools to the value of \$20,000 which were made up just previous to the time the Wilcox Company went out of business.

It is the intention of the Taylor-Forbes Co. to immediately erect another plant for the manufacture of locks and lock sets and their present staff of 500 hands will be increased to 700.

MADE IN CANADA RAZORS.

A short time ago, the Montreal Daily Herald contained an editorial on "Made in Canada" goods. It told of how a prominent Montrealer, who was erecting a new building, stated he was forced to go outside Canada for much of the stuff that was necessary to erect the structure. This included certain qualities of brick, terra cotta, glass, sash and some other articles. The representative of the Herald who interviewed the man, expressed surprise at this. And rightly so. Many of the articles the builder was sending away for could have been purchased in his own city, but the fault lay with the retail merchants. They did not push their goods forward to let the public know they could be bought in Montreal.

A. B. Bittues, of the Gillette Safety Razor Co. of Canada, Limited, has always advocated the pushing of "Made in Canada" goods, and when he saw this editorial, he had several thousand copies printed and sent to hardware retailers all over the country, accompanied by a circular requesting them to devote a window specially to goods made in this country. His request was complied with in many instances, and the result has been satisfactory to Canadian retailers and manufacturers alike.

MORE "BIG BEN" CLOCKS.

By January 1st, it is expected that an immense addition to the Westen Clock Co., La Salle, Ill., manufacturers of "Big Ben" alarm clocks, will be completed. The plans include a new building covering 87,500 square feet, and a new office building of concrete, steel and brick construction.

The inside will be a city in itself, the departments being laid out into blocks, streets, and avenues through which will circulate electric trucks for the transportation of raw and finished materials from the stock and store room to the different departments.

A garage for the employees' automobiles and motor cycles has also been provided north of the engineering building.

These additions will make the Westen Clock Co. the second largest alarm clock manufacturers in the world, the international honor belonging to a German concern. In 15 years, the daily output of the concern has increased from 50 to 9,700 clocks.

What Trade Associations are Doing

HARDWARE EXHIBITORS VERY BUSY.

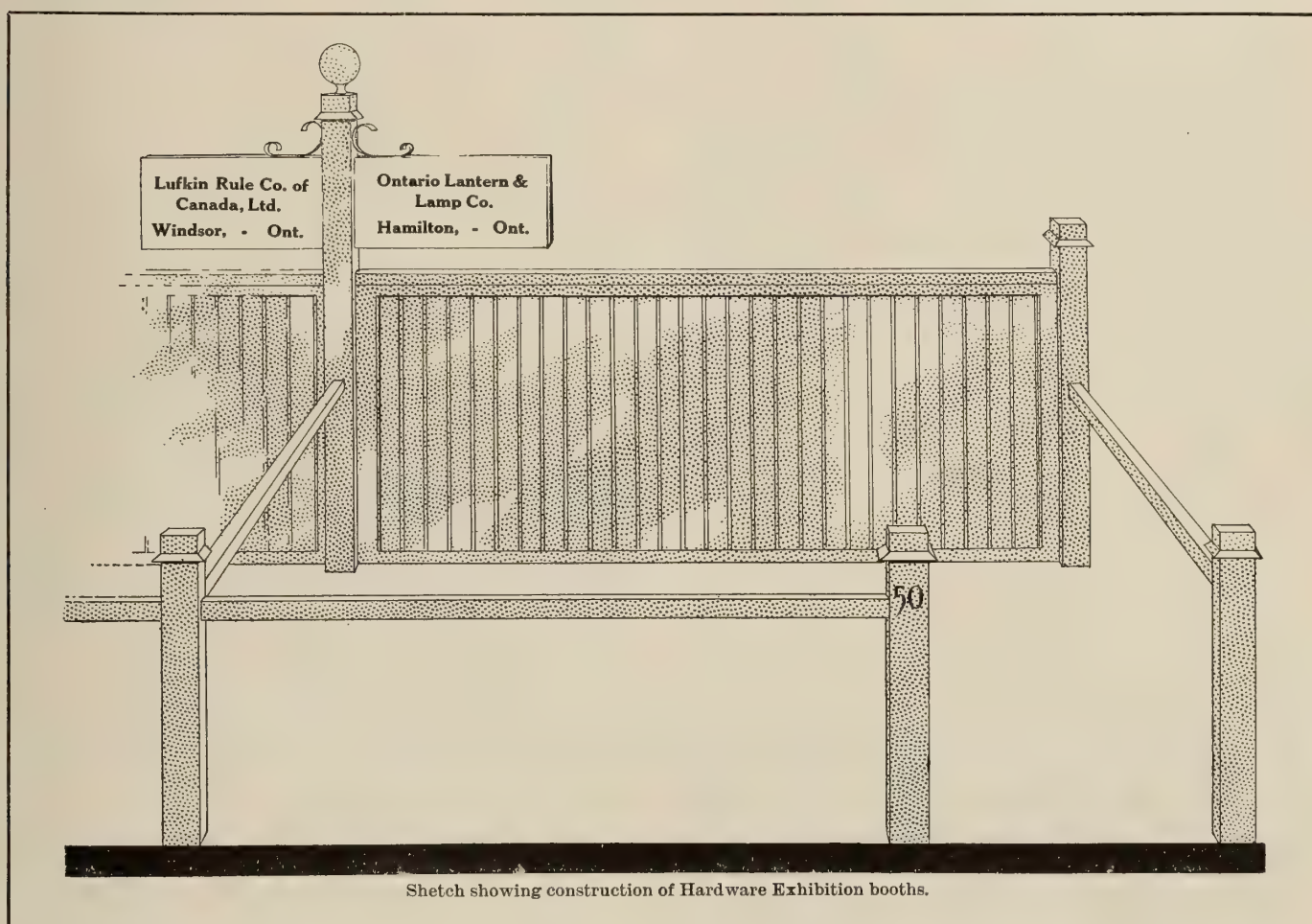
The hardware manufacturers who are in charge of the arrangements for the Hardware Exhibition to be held in Hamilton in the 13th Regiment Armories during the Retail Hardware convention in that city, Feb. 17 to 21 next, are leaving nothing undone to make the 1913 convention and exhibition a success.

Secretary Tobin, of the Exhibitors Association, has been kept busy during the past month answering inquiries and making reservations for booths in the Exhibition Hall, and present indications are that consider-

feet. Along the walls there are no restrictions as to how high shelving for displays can be put up, but in the centre no shelves will be allowed above the height of the back partition, which is 5 feet high.

The sketch shows a railing 30 inches high along the front and sides with a matched board background surmounted at one corner with a pillar, on which signs are suspended giving the name of the exhibitor, and above being a 200 candle power electric lamp.

The armories will be heated by several furnaces and, being centrally located midway between the G.T.R. and



ably before New Year's all of the 102 booths will have been reserved. Many manufacturers who have never exhibited before will make displays at this exhibition, and in view of the demand for space, some manufacturers who have asked for four to six booths are only being allotted three.

A floor plan showing the arrangement of the booths was printed in the November issue of Canadian Hardware, Stove & Paint Journal, while the construction of the booths is illustrated in the accompanying sketch. Prices of booths run from \$45 to \$60, according to location. The booths vary slightly in size, the ones along the wall being 9 x 10 feet, and the central ones 8 x 10

C.P.R. depots, and close to the leading hotels, the building makes an ideal place for the holding of the convention and exhibition.

With such a magnificent hardware exhibition in prospect, to be held in the greatest hardware manufacturing centre in Canada, and with a programme of entertainment and trade discussions of greater interest than at any preceding convention, the eighth annual meeting of the Ontario Retail Hardware and Stove Dealers' Association should be attended by at least 500 retail hardwaremen from all parts of Canada; and manufacturers who have not yet arranged to make a display should write to Secretary F. M. Tobin, at Woodstock, for plans and prices of booths.

THE PROBLEM OF PRICE AND DISTRIBUTION.

By L. C. Abbott,
President National Retail Hardware Association

As there exists in the minds of some of our members, doubt as to the judgment of our association in not having a representation at both the manufacturers' and jobbers' convention at Atlantic City, it is up to me as president to state why—and before doing so, I wish to say that I assume full responsibility for the action taken.

For the past four or five years, we have been represented at these conventions and have always received a generous welcome, and most courteous treatment. Meeting these representatives in the hardware trade is an education and an experience that any retailer can remember with pleasure. But, let me ask, without resentment or unjust criticism, has it developed the one question that is uppermost in the mind of every retailer to-day?—the problem of price and distribution. Ex-presidents Jones, McNamara, Williams, Stebbins, and others that preceeded them can answer this question also.

There is in my mind only one solution to this important subject. **Ninety per cent. of the hardware products are to-day passing through the hands of the retail merchant, and they are not receiving the full measure of protection that this volume of trade merits.** The reasons are explainable, and I must trespass some on the toes of the retail merchant in this argument.

Do not blame the source of supply for all your troubles Mr. Retailer. They will not of their own admission state to you that their price is too high, or that they are going to withdraw any special favors to direct-to-consumer supply houses. The individual case must be worked out direct by you, and the evidence put in such shape that will admit of no argument. No general complaint will receive a hearing by men of this calibre. Specific proof is essential to bring results. Ask no favors. **Request that you be placed on a plane equal to the other fellow that is making inroads on our territory.**

Hitting the Mark.

No sportsman shoots at the flock of ducks, as they whirl past the decoys. If he did the chances are that a clean miss would follow as the space between each bird is five hundred times the size of the target. But, he takes deliberate aim at one, and is generally rewarded for his skill. Our grievances are those of personal nature, each case has it's special features. We have no reason to expect any assistance from the firm or individual, whose line of merchandise is clouded with that suspicion of selective prices that some distributors are getting who sell direct to the consumer, by taking our complaints to a convention, which, broadly speaking, is not responsible for the trouble.

On this plan our officers and Trade Committee are working, and it is an undertaking that requires time, patience, and research to develop, and on behalf of these officers, and committee, I can say we are developing some facts in trade problems that, when corrected, will prove of great benefit to the retail trade. And these facts, when presented, will be backed up by practical results obtained by purchase and the name of the dealer given.

But, to present these questions before this convention, in my judgment, would only result in spreading broadcast through the trade press, questions that only can be settled by and through the parties responsible for their existence. With the evidence all in, confer-

ence finished, and there is no correction of the evil, then publicity may be necessary. Publicity and advertising are splendid methods to adopt in business when you have the goods and price to back up the statement, but it is a poor excuse to attempt such a method in correcting a grievance.

An Important Fact.

We must not forget this fact, and it should impress every retail hardware merchant deeply.—**The manufacturer and jobber should be our friends, and our partners in business, and we must adopt methods always to work in harmony with their interests.** These two great factors are alive every day to the modern methods of business, but **is the retail merchant keeping up with the progress of these interests?** A few are, but the majority are not, and why?

The retail merchant must keep posted as to the value of his merchandise.

It is natural for the representative of any manufacturer to get the best profit possible for his house.

It is up to the retailer to plead his case for better prices, by knowledge of values.

It is one of the easiest problems to solve in getting these values by having on his desk these catalogues that have been the bane to his business.

Then demand a price that allows you to meet this competition.

Compelling, as this will, the attention through the salesman, to the house direct, a change in price is sure to follow.

Do not scatter your trade. Select two or three houses and make the volume of business so attractive that you have a right to ask prices that will hold your trade at home.

"Direct-to-consumer" houses discount all bills. Do you Mr. Retailer? Two per cent. ten days, sixty days net, is a nice profit. Fifty days revolves seven times a year, at **two per cent. compounded figures on a purchase of one hundred dollars worth of goods, a net profit at the end of the year of seventeen per cent.** A dealer who does not discount his bills is no competitor to the live wire across the street who does. Neither does the manufacturer or jobber put him in the class "A" column in prices.

Home Market.

Home market is an advantage to every buyer, but this market must be surrounded with that spirit of energy, optimism, personality, sobriety, good buying-character, and salesmanship, that your competition abroad is gifted with. These features must be worked out by yourself. They are individual questions for you to solve. When once installed and reaching, as they will eventually, the center of trade distribution (the man that makes the goods), there is but one result—the prices will be regulated on a broad scale, where profit will result on a fair basis for the investment. Ninety per cent. of the hardware sold to-day is through the retail channels. Are we asking too much when we, in the spirit of fairness, ask (not protection) but a reasonable profit for our labor and investment.

The future of advertising is assured. But the same cannot be said in regard to the future of those who refuse to advertise.

Business and Store Management

A SPECIAL SALE OF TOOLS.

By G. H. Dirhold

How comes it that Merchant Jones will put on a selling plan in his store, go in for a campaign of advertising, and meet with splendid success in the venture, while dealer Harris, handling practically the same kind and size of store as Merchant Jones, and in the same sort of community, will put on the same selling plan and "fizzle out" with it?

Just let me show you what can be done by reciting two or three incidents. We sold a large department store—located on our principal retail street—some popular priced sewing machines, and urged him to buy some high grade automatic machines—about \$28 apiece. He said: "What can I get for them? I am afraid they are too high and won't sell." Our salesman told him \$45 each—to put them on floor display and talk and show them up the best way he knew how. The first day this store had them on display, they made \$17 on each sewing machine and it did not take them any longer to make that \$17 or sell that \$45 automatic machine than it usually does to sell a \$25 machine.

A good retail merchant can lead other business men of his own community.

Success in the retail business to-day, as always, is principally a matter of selling. It is a matter of making every one that needs your goods, have them.

Let me tell you of a friend of mine, who is conducting a retail hardware business in the State of Illinois—who made this need look like a demand.

One year, not so long distant, during the lull of summer trade, he found himself overstocked with a line of popular priced tools, so he conceived the idea of putting on a special sale. He rigged up an attractive show window display and put in a large card sign, with the following wording in large distinct lettering:

\$2.60 WORTH OF TOOLS FOR \$1.49.

5 Good Every-Day Household Tools for the Price of a Saw Alone.

- 1 Awl and Tool Set.
- 1 First Class Saw.
- 1 Good Hammer.
- 1 Boxwood Rule.
- 1 Carpenter's Pencil.

ALL FOR \$1.49.

On Sale Saturday As Long As They Last.

The sale took instantly, and his entire stock of these tools was sold out by four o'clock, but he continued to take orders for them until ten o'clock that Saturday night, each customer being required to leave a deposit of fifty cents.

In representing this tool assortment, his method was simply like this: In talking to his customer, he called special attention to the saw—how good it was for the price—how handy and convenient, etc., then when he pointed out the other tools, that went with

the set, he found the customer in a frame of mind to be easily convinced and a sale naturally followed.

He had no difficulty in properly enthusing his sales force and he sold all told, thirty dozen sets—or three hundred and sixty tool assortments. They cost him about \$13.00 per dozen and brought him a net profit of about \$0.40 per set.

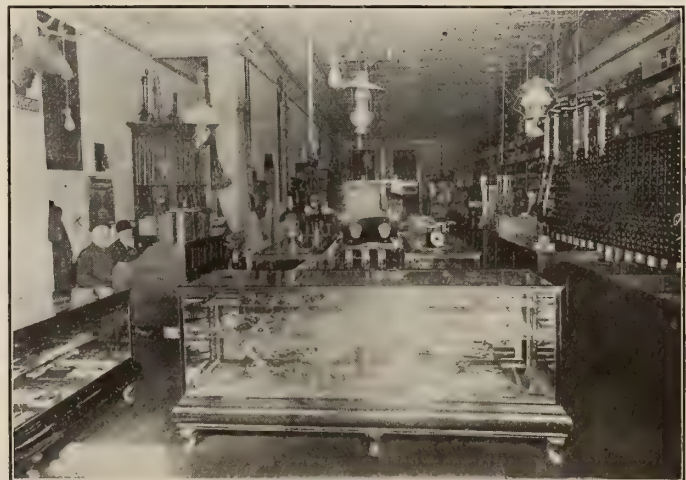
This is a good example in the line of business development, and the same idea, no doubt, can be varied to suit other goods. It is the old special sale argument giving it a new twist by putting in the assortment idea, thereby weaving human interest around it and selling goods.

Whenever you decide to put on a special sale, have some good, honest reason for running it, and do not make the mistake of running special sales too often. A good, well thought out special sale is a powerful "Sales Mogul," but not a "Cure All." Remember, it will not cure poor management, neither will it stop poor buying wastes, and except in special cases, it will not definitely continue to sell inferior goods. But if rightly advertised—if honestly conducted on good, real bargain values—it will spread the merits of your proposition—it will bring your store to eyes—no matter how distant—and in that way, make your goods accessible to your trade and multiply your business; in a nutshell, it will help you and your trade together. Verily we are living in a get-together age and we must do business that way or hobble by ourselves.

THE EVILS OF OVERBUYING.

By Charles Schell

Why do many of the large business houses employ a man to buy goods exclusively? First, it requires all of one man's time to keep up the stock; second, because they realize the importance of buying at the



Interior view of the store of Agnew's Limited, Prince Albert, Sask. This store illustrates the up-to-date manner in which Western merchants display their goods in silent salesmen. The gentleman nearest the camera is Mr. Agnew, and beside him is Mr. Horseman, salesman for the J. H. Ashdown Hardware Co. This business was established in 1879, incorporated in 1908 and the present building erected in 1910. T. J. Agnew takes considerable interest in municipal affairs, being an alderman of the town.

right price and of not buying too much of any one article.

If the man with a large capital realizes the importance of not overbuying, why shouldn't the man with a small capital do the same thing?

It is not my intention in this short talk to make you so conservative about buying that half the time you will not have in stock what your customers want, but it is my desire to impress you with the fact that to have in stock a \$150 to \$200 worth of whips, and not have enough good team collars in stock to fit an ordinary team, is a flagrant case of the "Evil of Overbuying."

This is an extreme case, but there are such instances actually existing; and while the majority of us don't go to the extreme, we certainly do many times overbuying in one class of goods or another.

Overbuying not only accumulates a lot of stock that gets shop-worn and depreciates in value, but it ties up your cash and renders the discounting of your bills difficult, and many times makes it impossible.

You should strive to discount every bill of goods you buy. It is the easiest and cleanest profit in any business, and will surprise anybody who has never been in the habit of taking discounts to see what it will total up in the course of a year.

The other advantage of discounting your bills is, it gives you a financial rating that is almost worth the amount you actually save on discounting.

A two-cent stamp will take an order to any house in the country, and nine times out of ten your trade is not so urgent but that you can better afford to wait ten or twelve days to get the goods than to have a lot of surplus stock getting shop-worn, and which will not be sightly or easily sold, even if customers were coming in thick and fast.

Consequently only buy a reasonable amount of stock—enough to fill the demands of your trade. Conserve your capital and endeavor to discount as many bills as you can—the more, the better, and you will be pleased with yourself and satisfied with your business.

BE YOUR OWN COMPETITOR.

Aggression is often the best defence.

There are hundreds of towns to-day where bright, shrewd retailers are storing up trouble for themselves by being too easily content with present conditions.

A town, for instance, is as yet without an aggressive department store. Each of its merchants sells a single line of goods and is making a good, fair profit. There is evidently an opening for some energetic newcomer, but the old-line storekeepers prefer to "let well enough alone," and think when the time comes they will be able to meet conditions as they arise.

If your town is in that state let us recommend to you that you be your own competitor.

Anticipate the future a little. The present situation invites new competition. If you branch out and fill the opening yourself, it will be closed against outsiders.

If you do not, then when competition comes, as come it will, all the benefit of the situation will be with the newcomer. Whatever steps you take then, it will be obvious to your town's people, are forced upon you.

If goods are sold at lower prices in your town after the new man comes, he will get the credit for having brought them about. Moreover, he will then have his money invested whether he likes it or not, he must see the fight through. It is immensely easier to prevent

new competition from starting than it is to beat it afterward.

If the newcomer has been trained in the modern school, and if the one-line merchants in your town are relatively as unaggressive as they commonly prove under such circumstances, the new store will do a lively business right from the start and the business of the town will go to it in steadily growing volume.—Butler Bros.

SERVICE BRINGS BUSINESS.

You can do it a little better the next time you try if you do your best, says The Northwest Trade. It is service which brings the business to you, and it is service—the best of service—which makes the business permanent. Buyers are more independent than they once were. They want the best deal they can get, the maximum quality for their money, courteous treatment and the best service obtainable. You can't depend on prices fixing sales, for the other fellow can sell just as cheaply as you do, so the competition must be regulated to a large extent on the question of service given. Unless you convince people that you offer more in these respects than the other fellow, they are just as apt to stop at his store as your own. If they believe there is any advantage in trading with you, they will beat a path to your place of business. Establish a reason in the minds of your customers why they should trade at your place of business, and the question of success is solved. You want more business this year than you had last, but have you figured where it is to come from? It is to be had, and it is for you to go after it. Talk your goods and services more effectively and make your patrons more welcome to your store, and the result will be what you are looking for.

HARDWARE STORES WANTED.

Hardware stores are wanted at the following places in Saskatchewan: Atwater, Gerald, Griffin, Punnichy and Yarbo.

The Secretary of the Board of Trade, or the Mayor of the town will give further information.

CARE OF THE BRUSH STOCK.

Always straighten out the bristles of a brush and lay it back, flat in its box immediately after showing it to a customer, says an exchange. In the fine hair goods, moth balls or gum camphor should be used to prevent moths from eating the stock. Tarred building paper, cut in small pieces and placed in the boxes will also prevent moth-eating. Even if brushes appear to be in good condition, they are often moth eaten and this causes loss of hair besides spoiling the working qualities of the brush.

The Northwest Brass Foundry Co. will erect a \$300,000 plant at Calgary.

Holt Gurney, of the Gurney Foundry Co., Limited, has returned from a trip to Winnipeg.

Fred Adams, formerly of Fordwich, Ont, has taken over the business of the Guelph Hardware Co., Guelph, Ont.

J. B. Henderson, who for some time has been with the Sherwin-Williams Co. as secretary to C. C. Ballantyne, has joined the selling force and will cover Southern Alberta.

ORILLIA STORE MAKES ALTERATIONS.

MacNab Bros., Orillia, Ont., have recently made some extensive alterations in their store. A recent issue of the Orillia Packet, speaking on these, says in part:—

To one able to recall the Orillia of nearly half a century ago, the progress of the town is nowhere more distinctly illustrated than in the evolution of its hardware stores, and, taking it as it stands to-day, particularly the hardware store of MacNab Bros., who have grown up with the town and progressed with its progress. This comment is suggested, or inspired, by a look over the recent improvements which these enterprising dealers have just completed in what was already one of the largest and best hardware stores in Canada, considering the size of the town, or probably, even apart from that qualification. The improvements

LITTLE GUNS! BIG GUNS! GREAT GUNS!

All Kinds of the Best Guns at Macnab Bros.

REMINGTON PUMP GUNS, \$27



REMINGTON 22 REPEATER, \$13



Stevens' "Little Scout."
Stevens' "Crack Shot."
Stevens' "Favourite."
See the new Remington 30 calibre
high power take down, the very latest
in Rifles.

Winchester Rifles in 32/40 and 38/55,
32 special automatic, 32, 35, 351.
Stevens and Fox Single and Double
Shot Guns.
Winchester and Dominion Car-
tridges, guaranteed this year's and fresh.

MACNAB BROS.

THE LOW PRICE SPORTING HARDWARE HOUSE

A sample of the ads. which MacNab Bros. run in their local papers. Original was 6½ x 5½.

now made are extensive and almost revolutionary. The entire second flat has been cleared of partitions and thrown into one extensive show-room, forty feet long and eighty feet wide, handsomely decorated, and equipped with every desirable facility for showing goods to advantage and enabling shoppers to view with comfort and convenience to themselves, and without loss of time. In making this change a part of the west wall of the store on the lower floor has been removed, bringing in the stairway which previously led to the street, and giving direct and easy access from the lower store to the show-room above. In this process the outer door has been done away with, and the space of the doorway taken into the shop front, further enlarging the splendid show windows of the store. This change has been made with such judgment and skill that the appearance of the store itself has been considerably brightened and enhanced. Painters and decorators have left their imprint on every part and corner, while every foot of shelving and every point of vantage is utilized in the display of an extraordinarily complete stock of the various lines to which this floor is henceforth to be devoted. A generous allowance of floor space is allotted to stoves.

A line of kitchen cabinets rubs sides with a display of washing machines. It is a striking fact that of the "One Minute" washing machine, over three hundred have been sold in Orillia alone.

A magnificent stock of brass goods, imported direct from England challenges admiration. This line includes, in part, fireplace sets, coal vases, trays, and many other novelties. A new line of particular inter-

est is mantles and grates, which the increased space will enable the firm hereafter to handle with advantage. Nearby is a very interesting exhibit of bathroom fixtures.

One of the most complete and extensive additions is a very comprehensive stock of toys and games, to the display of which a large amount of space is given up. There is a magnificent line of Teddy bears, dolls, hand-sleighs, automobiles, rocking horses, and mechanical and other toys in great variety. A striking feature is the complete provision for a satisfactory display. It is intended to make this feature an all the year round department, and give it the same close attention that other branches of the business get. This department in no way interferes with the hardware side of the business, being in charge of a special clerk detailed for that work.

Space has been reserved upstairs for a rest room and lavatory, both fitted and furnished with every necessary comfort and convenience. Here shoppers will be welcome to rest, meet friends, to brush up after a drive from the country, and generally to make themselves at home. Coupled with the ample stabling in the rear of the store, this "rest room" feature will be an attraction and a convenience which cannot fail to be much used and highly appreciated.

A thing is worth what it can do for you, not what you choose to pay for it.

Economy may be wealth, but most of us prefer to get rich in some other way.

SELLING TO MAIL ORDER HOUSES.

A large manufacturer of tools writes Canadian Hardware, Stove and Paint Journal expressing his approval of our criticism of U. S. Consul General Jones' advice to hardware manufacturers to market their goods through catalogue houses in Canada. The manufacturer very frankly states that he sells largely to mail order houses, and says that their accounts are valued by him more than the accounts of many jobbing houses.

This point should be clearly understood. Hardware manufacturers or jobbers have not been criticised for selling goods to the mail order houses, but because the sales are made at prices lower than these manufacturers or jobbers sell to their regular retail customers, the mail order house being thus enabled to undersell the local retailer.

An extreme case might be mentioned. A hardware jobbing house located east of Lake Superior is, it is said, selling a Winnipeg mail order house a line of tools at about ten per cent. lower than the same goods are sold to retail hardwaremen in Ontario buying regularly from the same jobber.

The problem is a complex one, and the decision of the Ontario Retail Hardware and Stove Dealers' Association to hold a joint conference with the hardware manufacturers and wholesalers at the convention to be held at Hamilton next February ought to result in much good to every branch of the trade.

Retail Hardware Advertising

*Some Suggestions and
Examples for Pro-
gressive Merchants*

Suggestions for Next Year's Advertising

By P. S. Twitty

Newspaper advertising, we all know, is the pioneer method, and is to-day in most cases the best and surest. Advertising "stunts" very often are a gamble, but sound and judicious newspaper advertising never fails to bring good results. I would have you bear in mind, however, that there is no better way for the hardware merchant to waste his good hard-earned money than

fied space to be used the year 'round, you should be able to procure a reasonably low rate, this, of course, being based on the circulation of the paper and the amount of space agreed upon.

As a rule, the front page of the paper is the best position, and for the average retail hardware store I would suggest an eight or ten-inch double column space on the first page. There are times, of course, when it will be advisable to run larger ads. In fact, it is a good idea to run even whole page ads at certain seasons of the year, especially in the fall and during the holiday season.

Where the paper is a weekly, it is advisable to change copy every issue, but in case of a semi-weekly it isn't a bad idea to allow your copy to run twice. In allowing your copy to run for two weeks in a weekly paper doesn't afford you ample opportunity to call attention to all of the seasonable goods that you have to offer during the special season.

Continuous Advertising.

A good many merchants only advertise at certain seasons of the year, taking the view that during the summer or mid-season business is too dull to justify any expenditure of money on advertising, but this is a great mistake. Just as good advertising keeps things humming and business lively in the busy fall and winter season, it will also stimulate business and bring good results during the duller months of the year. Advertising is always good, and the right kind of progressive, wide-awake and distinctive advertising, with the proper store service to back it up, is always bound to bring good results. But always advertise at the right time. Don't wait until July to call attention to the fact that you sell ice cream freezers or lawn mowers, and don't wait until December to advertise cook-

You would never think of giving mother or sister a



XMAS PRESENT

— OF A —

Washing Machine

But if you realize what comfort it will give her, or how much labor it will save you will think it over. Then come and see us. We have the

WINNER and GEM

James S. Neill & Sons, Limited

Fredericton's Big Hardware Store

Another example of advertising useful articles for holiday presents. Original 6½ x 6½.

on indifferent and therefore ineffective newspaper advertising.

One of the first and most important things, of course, to decide upon is the amount to be appropriated for this purpose for the year. Some merchants figure 1 per cent. of their gross sales, and some 3 per cent.; some even as high as 5. This, of course, covers all advertising, but striking a fair, conservative average, and basing my estimate on my own experience, as well as that of many successful merchants, I would suggest that 2 per cent. of the gross sales would be a safe investment. Suppose your annual business is \$100,000, this would mean an advertising fund of \$2,000, and with this much invested in advertising at the proper time you ought to be able to stir things up pretty well. In some cases even half of this amount will make an ample advertising fund for the average retail hardware dealer.

The Advertising Appropriation.

The amount of the appropriation decided upon, the next thing in order is to arrange for space, etc. By contracting with your local paper for a certain speci-

GIFTS

That are most acceptable and most inexpensive—You can't do much better.

All brass Candlesticks, a pair	90c	TO \$5.00
Brass Fern Pots	\$1.25	TO \$4.00
A Brass Smoking Set makes a handsome Present, from ..	\$1.50	TO \$3.50
Brass Kettles	\$2.25	TO \$6.50
No. 1 Water Kettle	\$6.50	TO \$12.00
Coal Scuttle	\$4.50	TO \$6.00
Beautiful Brass Cake Baskets	\$2.50	TO \$4.00
Coal Boxes, from	\$12.00	
We have on hand a large assortment of Community Silverware. Nothing compares with it except heaviest Sterling, but Community Silverware costs a great deal less and lasts as long.		
Give them a beautiful Chafing Dish, from ..	\$7.00	TO \$15.00

SAFETY RAZORS, CUTLERY, ETC., ETC.

Marks-Claavet-Dobie Company, Ltd.
HARDWARE DEPARTMENT

A good example of advertising a list of goods with prices.
Original 6½ x 6½.

ing stoves, for if you do, you'll have to sell them at a big sacrifice to get rid of them at all.

Get Clerks Interested.

Not many hardware merchants are professional ad-writers. Many of them are always too busy to write their own ads. But if you haven't the time for it and don't think you have the ability to do it, get some bright young man in the store interested and let him

DON'T DELAY YOUR

Christmas Buying

Only nine shopping days until Christmas, so if you want the best selections you can't afford to wait.

A CASSEROLE DISH is one of the most useful articles you can have around a house. It is a porcelain dish in a pierced silver dish, \$5.00, \$6.00, \$7.50, \$9.00, \$10.00

THERMOS BOTTLES make a beautiful gift and are very useful for traveling or at home, \$2.25, \$3.50, \$5.00

ELECTRIC TOASTERS are very appropriate gifts. We have the Hot Point \$5.00

CARPET SWEEPERS—The Universal, Grand Rapid and Parlor Queen \$3.00, \$3.25, \$3.75, \$4.25

Pearl Bros. Hardware Co.

LIMITED.

Corner South Railway and Rose Street.

PHONE 121

CUTLERY See Window Display SILVERWARE

An ad. like this, designed to stir up customers to make their purchases before the eleventh hour, is good business. Original $4\frac{1}{2} \times 5$.

look after it. You will find that he will take great pride in the work, and with the proper encouragement from you and a little practice, he will develop much efficiency along this line. While it is very essential that your ads must be well written and properly displayed, one does not have to be especially fitted to make a success of ad writing. The first thing to bear in mind is to be brief; come to the point with as few words as possible. Don't use too many big words; somehow they are not nearly so effective and don't describe the goods as well as the simple everyday language. Make your ads clear and descriptive and always avoid extravagant assertions. Don't tell the public you sell the best refrigerator in the world and expect them to believe it just because you say so, even if you have been doing business at the same old stand for twenty-five years. Give them a reason. Tell them about the ten-wall construction, the perfect draft and insulation, the absolutely clean and sanitary food compartment, and explain to them why it consumes a minimum amount of ice.

Someone has said that people love to be humbugged, but for some mysterious reason, when they get ready to buy hardware they are all from Missouri, and you've got to "show them." Don't expect to write an ad in just a few minutes' time. A good advertisement must be studied out. Write it, read it, rewrite it and reread it, over and over again if necessary. Cut out all superfluous words, and trim it up until you have made a sound convincing argument in as few words as possible. I would impress upon you that hardware advertisements—above all others—must be as clear and concise as possible. And yet many a well written, nicely worded ad has been a complete failure, not being

well displayed. An attractive ad is never crowded, and should always be prepared with a fair margin, or blank border.

In this connection, I might suggest that it is an excellent idea to adopt a catchy trade slogan or trademark to be used in connection with your ads at all times. The value of this is being constantly demonstrated in the fact that such phrases as "The Recollection of Quality, etc.," "Hammer the Hammer," "Brighten Up," and other such phrases, have become household words among the hardware trade, and it is a splendid idea to adopt a similar slogan for use in connection with your own advertisements.

A much debated question regarding advertising is whether or not it is advisable to advertise your prices. Very likely many of my friends will take issue with me on this point, as this is largely a matter of individual opinion, but I contend that as a rule it is not the best thing to do. A good many of us are fortunate enough to have high-minded fair competitors, but there are others of you, I dare say, who have not, and by advertising your prices constantly it virtually places your price book in the hands of your competitor, and if he is inclined to do so, can cut your prices, and the ultimate result will be a demoralization of prices and business in general.

A very important thing in connection with newspaper advertising is to cultivate the good will of the

Christmas Gifts For Father and Mother, Boys and Girls

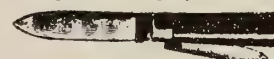
A Few Suggestions



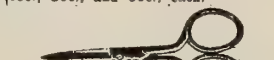
We have a large assortment of sleighs for boys and girls to choose from.
Low Bobs, 25c, 35c, 50c, 75c, and 90c, each.
High Sleighs—35c, 50c, 90c, \$1.15, \$1.40 and \$1.50 each.
Child's Sleighs with rail—85c, \$1.00 and \$2.25 each.
Buster Brown Runners for wagon—\$1.50 per set.



All skates put on shoes free by experienced workmen or 10c allowed off our regular price if put on by yourself.
Boys' Hockey skates—50c, \$1.00, \$1.25 and \$1.50 per pair.
Men's Hockey skates—\$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$4.00 and \$5.00.
Spring skates 50c. per pair.



Made from the finest Sheffield steel.
Pocket Knives—10c., 20c., 25c., 35c., 40c., 50c., and 60c., each.



We have them plain and very fancy, made from the finest steel.
Embroidery scissors—20c., 25c., 30c.
House Scissors—25c., 30c., 35c.
House Shears—50c., 60c., 75c., 80c.



Carving set in great variety in beautiful silk lined cases.
Carving sets—\$2.00, \$2.50, \$3.00, \$3.50, \$4.00 and \$5.00 per set.
Carving knife and fork only—\$1.00, \$1.50, \$2.50 and \$2.75 per pair.



In this line we excel for extra prices for style, for quality and quantity. We must ask you to come and see, and you'll have little trouble in selecting what you want.

Pocket Knives—15c, 20c, 25c, 35c, 40c, 50c, 65c, 75c, and \$1.00 each.



Our stock of Carpet Sweepers is complete. We handle nothing but the celebrated "Bissell" made in Grand Rapids. Every one guaranteed.
Carpet Sweepers—\$2.70, \$3.00, \$3.25 and \$3.50 each.

Roast Your Xmas Turkey in a Happy Thought Range.

Fred W. Karn

A taking, seasonable ad. Original was $4\frac{1}{2} \times 6\frac{1}{2}$.

editor or manager of your newspaper. There are a thousand different ways in which he can do you a lot of good. It has been my experience that free advertising is always good, and when you "stand in" with your editor, you are always in splendid position to get your share of free publicity. Always keep your clerks posted regarding your advertising.

SALESPEOPLE

THE CRISIS IN SELLING.

By H. M. Betts

The most precarious moment in a sale is when a prospect is both sold and unsold.

The moment when he has "half a mind" to buy, when his objections have all been satisfactorily answered, when he approves of the deal as the salesman has represented it but still hesitates to say, "I'll accept your proposition," is the moment when the most delicate handling is necessary.

It is most important that the salesman should recognize this crisis, and dropping the demonstration of his samples attempt to close without delay.

Continue talking five minutes too long and your prospect will have changed his mind, perhaps. His consent must be caught on the wing, as it were. On the other hand, if you attempt to close him prematurely, you will receive an emphatic turndown and will find it difficult to reopen your selling talk.

A good salesman knows instinctively the exact moment to close, just as a well trained soldier knows, without explicit orders, when to stop marking time and fall into line as the parade goes by. It is often fatal to a sale to ask a man whether or not he is willing and ready to sign. Business men are so grounded in the habit of saying "No" that the prospect is likely to answer in the negative from mere force of habit. And he is so accustomed to believing his own words that, having heard himself say "No!" he is more than likely to believe it.

As great issues often hinge upon trifles, so a sale, at such a juncture, often depends upon some trivial act of the salesman in getting the order book and the pen into the prospect's hands before the latter's attention has been called to them. Often a mere gesture, indicating the line on which the man is to sign, will do the work better than an urgent appeal to him to sign.

I know a salesman who has made the most careful preparations for handling just such crises. He carries a fountain pen (taking care that it is always in good condition and readiness for instant use) with a wide rubber band wrapped around the handle of the pen. When he perceives that his prospect is sold and unsold, he begins his closing argument (which usually is a brief summary of the points he has previously made) and by added emphasis increases the degree of attention with which the prospect regards him. He then brings out his pen and drops it on the desk convenient to the prospect's hand. The rubber band prevents the pen from rolling too far, or making a noise when it falls. Almost involuntarily the prospect will pick up the pen, and when he does so he finds the order book ready for him. He is still absorbed in what the salesman is saying and signs as a matter of course.

Some salesmen lose many sales which they might make if they understood the importance of such trifles as this. Sometimes the prospect will be fairly convinced that he is being offered a good thing—that he ought to have it—and is on the verge of placing the order when a painful hitch occurs while the salesman fishes in his pockets for a pen, nervously adjusts it and then digs down to another pocket for his order blanks. Ten to one the prospect, during this wait—

even if it is not of more than a minute's duration—will decide to "think it over," and put the salesman off with a half promise to buy next time.

HINTS FOR THE RETAIL SALESMAN.

By John L. Hunter

The goods in stock must be kept in systematic order—the most called for goods closest to hand and everything in the order determined by your department manager.

You must learn each item of your stock. Always be sure that you have a sufficient representation of each line forward, and know just right where each item is and know that it is in place.

Never ask a customer, "About what price?"

If she does not tell you what price, bring out something of good medium quality and price, and something a little better, and something that you can tell why it is better.

Always show the better goods even if your customer has told you what price she wants to pay, and even if that be a fine quality.

If the customer hesitates or shows no pleasure with what you have put before her, get other things, using your judgment as to whether higher or lower quality. Always show plenty of goods—do not spare any pains to please a customer by plenty of variety—be careful, however, that you do not confuse by too great a diversity of patterns or styles. Again, judgment must be exercised.

Oftentimes it is well to bring out contrast in the merchandise. For instance: If you are showing piece goods of some kind, and a line of blues, it is well to bring in some contrasting shade.

Those who are just looking must be given the utmost courtesy and attention.

Giving fictitious names as brands for goods, using the name of some one who is passing or standing near is not smart and will not be tolerated.

Remember that your customer is not at all familiar with your lines and that she is probably seeing them for the first time, so regardless of how many times you have shown them, put enthusiasm for them into your talk.

Don't let anything take your attention from your customer.

If you have to answer some one's question of a 'phone call, do it quietly and quickly, excusing yourself, of course.

Avoid showing goods that you know beforehand you have not enough of to meet your customer's needs.

Regardless of what happens, always keep a pleasant manner and keep your temper in absolute control.

Merchandise is the same as money and must be handled carefully.

You will handle goods with respect, conveying to the customer's mind by your looks, word and manner that the goods you are showing have value.

Be careful to always show goods in their best position and in the light that will bring out their qualities best.

Your merchandise and your shelves and your whole department must be kept immaculately clean.

No matter how small or how large the store may be, well dressed windows will help make it grow.

Window and Newspaper Advertising

MAKING THE WINDOW PAY.

In anticipating the installation of a window display, one of the greatest factors to be considered, to make the display a financial success, writes J. H. Studer in *American Artisan*, is the displaying of "seasonable" goods. Probably everyone with any experience in window trimming is well aware of this, but for the benefit of the beginner, it is well to lay special stress on the necessity for constant observance of this feature of window display.

Having decided what goods are to be displayed, the next step is to form some idea of the arrangement to be made. Before installing any of my better displays, I always draw on paper a plan of the background and floor space of my window, and after drawing some design which I know can be carried out with the materials at hand, I proceed to decide on a color scheme which would be most in keeping with the class of goods to be displayed. This last feature is very essential to a good display, not only for the artistic effect of a good color combination, but for the advantage resulting from utilizing the reflection obtainable from a light-colored background. A light-colored background is more attractive, displays the goods more distinctly, and will not cause a reflection in the glass of outside objects, as a dark background will do.

Any pillars, I-beams or other structures for ornamental or other purposes, can usually be made of refuse timber, old crates, etc., and after being covered with some cheap cloth, can be given a coat of alabastine (a water-color substance similar to kalsomine), which costs about 45 cents for a five-pound package and is obtainable in any desired color.

With all ornamental pieces completed and in place, and the extreme background being given the desired color, the next step is the placing of the goods themselves. As this is what all previous work has been leading up to, strictest attention should be given to details at this stage of the work, as all previous work can be more or less spoiled by putting in too much or not enough, or through the failure to keep a "balanced" effect throughout the entire display, regardless in most cases of the class of goods installed.

It is advisable to begin at the center all designs to be made of the goods themselves, and it frequently adds to the appearance of the window to have the central design set forward from the line of the balance of the background, although this is to be governed more or less by the class of goods displayed and by other conditions.

After the installation of the goods, the next is price cards, the presence or the absence of which makes or fails to make the display an actual financial success or failure, as the case may be. An artistic display without the goods being priced is more or less an advertisement, but what the merchant to-day is looking for is "present" and direct results, which, in window trimming, are more in evidence with goods price-tagged than otherwise.

In summing up the requisites of a good window display, the following are to be considered at all times:

Good color combination, ornamental structural work, artistic designs made by the goods themselves, the pricing of goods in plain, clear figures, careful attention to the details in arrangement, and the observance of economy as far as is consistent with the display.

MAKING BIG CHRISTMAS BUSINESS.

By W. J. Illsey

Second to none are the lines offered by hardware merchants as appropriate Christmas gift articles. People throughout all English-speaking lands are learning more of this fact every year, and all progressive hardwaremen are reaping rich harvests from the increased demand.

Most men have ideas of their own regarding the better ways of making bigger business, but probably a few suggestions will help. Window displays should have begun along about 20th to 25th of November. These displays should be changed every week, if possible, up till about December 15th, when your really best window should be put in.

Simultaneous with the windows your newspaper ads should convey to all readers the news of your Xmas offering. Go at it and make everybody know by your persistent telling that you have gifts suitable for every name on their list.

Preparations inside the store should be made, such



An interesting display, by R. G. Boisseau for D. Drysdale, Montreal. It consists of a symmetrical arrangement of hand saws in the background, with cross-cut saws in front. On either side is an arrangement of small saws. This appeals to the spectator. The signs were supplied by the Simonds Canada Saw Company, Limited.

as the displaying on tables and any suitable place all lines meant for Christmas selling.

Where practical have all goods plainly marked as you can thus often sell goods without ever having any conversation with the customer at all. Endeavor to have every clerk understand that you want to make this year's the largest business yet, and that they must do their part. Some stores find splendid results from circular distribution in which are enumerated the many lines offered. But it is hard to do better work than the long tried and successful way of pushing your Xmas wares in your windows, in your advertisements, and through all members of the staff.

Soon as Xmas sales are over and stocks put in fair shape again, a splendid scheme is to fill your windows

but is still thin enough to pour. In another room which must be thoroughly dry, place eight or ten sheet-iron baking pans. Pour the mixture into the pans to a depth of about $\frac{1}{4}$ -inch, and allow to cool. When it has set sufficiently but not quite hard, loosen the compound with a knife and break it into small pieces, then pass through a coarse sieve, breaking the large pieces with a hammer. Fill 16-ounce tins half full. Place covers on and seal apertures with paraffine wax until needed. When needed remove cover and place can in window. In from twelve to sixty hours, depending on the amount of moisture, etc., the compound will have absorbed all the moisture from the air that it can. Then place the can on a hot stove, and evaporate the water until the compound is com-



An attractive window in the store of Geo. W. Ecclestone, Bracebridge. Dressed by Peter McNaughton. The layout could be adapted to many lines of merchandise.

with the left overs and offer them at prices which will clear them out quickly.

Many people give New Year's gifts, and these will use up quite an amount of the surplus.

Keep up these special sales until you are ready to begin stocktaking and you will be surprised how well the Xmas goods have sold.

KEEPING WINDOW FREE FROM FROST.

The time of year is now near at hand when the question of keeping the store window free from ice incrustations will face a good many retailers. Among the methods suggested by one authority is that known as absorption. This can be done with two inexpensive chemicals:—

Calcium Chloride, 10 lbs. (not Chloride of Lime).

Zinc Chloride, 1 lb.

Place in a granite kettle on a hot stove and stir frequently for about an hour or until it begins to stiffen,

pletely dry, when it is ready for use again. It can be used over and over again many times. It will require from three to four cans for each good sized window.

HARDWARE AND APPLES.

It is not very often that one sees apples associated with a display of hardware. Yet this recently happened in a city in California. A big apple show was held in this city and, to show that he was interested in the exhibition and willing to boost it, a hardware retailer put in a large display of ammunition and used a quantity of apples to add novelty and interest to the trim. These were shown on the floor of the window among pyramids of ammunition, and nailed on the walls.

The display was novel and decidedly pleasing. It was unusual to the general public to see such a thing in a hardware store and they flocked there in large numbers. It showed, too, that the dealer possessed up-to-date ideas and knew how to grasp opportunities.

What It Costs to do Business*

By A. M. Burroughs

Until recently retail grocers in a certain Western city were paying \$1.40 for a 50-pound sack of flour, which they were selling for \$1.55. This allowed them a gross profit of only fifteen cents per sack.

The Retail Grocers' Association in this Western city took up this problem in a special convention. Most of the grocers agreed that this fifteen cents did not allow a profit, though a few were of the opinion that they were making a little on it.

The result of the discussion was an investigation into the cost of doing business in that city. When the different grocers began producing their books to show their expenses, a very wide range of costs were shown.

Some of them had cost systems, and declared it cost them 22 per cent. to 25 per cent. to do business. A few, while admitting that their systems were not very complete, estimated their costs at 10 per cent. to 12 per cent.

The final result of the investigation was an agreement (those who knew didn't "agree") upon the average of 15 per cent. as the proper and correct cost of doing business.

But this average was plainly incorrect because the low figures ranging around eleven and twelve and thirteen per cent. were from the stores of grocers who did not figure to make anything over a reasonable salary for themselves; who did not figure for interest on their investment, and who overlooked a score or more important items that should be included in the expenses.

The high percentages, ranging around twenty to twenty-five per cent., were from the stores of retailers who had applied a searching cost system to their business. These merchants were charging up to their business every item that could be considered as expense and it made their expenses seem high.

The investigators took these high percentages, which were about correct, and the low percentages, which were eight or ten to fifteen per cent. too low, and combined the whole list to arrive at the average of fifteen per cent. Now a good many retailers who think they are fixing prices right, are puzzling over their failure to find the profit they expected last year.

The Basis of Cost.

The cost of doing business is, of course, just the same whether a merchant includes all of the items or only a few of them in his expense account.

The only difference is that he deludes himself into thinking that the cost of doing business is only 15 per cent. when in reality it probably is 20 to 25 per cent.

If he fools himself in this way, and figures for a 10 per cent. profit, the chances are that the expenses and the extra cost of doing business, which he hasn't figures into his percentages, will eat up that profit, and leave him holding the sack at the end of the year.

A Cleveland grocer thought he was clearing \$100 a month, \$1.200 a year, over and above his expenses.

But the \$100 a month included his own salary, the interest on his investment, the salary of his wife, who spent most of her time in the store, and a number of other items.

If the grocer had allowed himself interest on his

investment, that alone would have produced \$50 a month without risk or worry.

Another \$25 a month of his "profits" rightly came out as expenses incurred in running the store. He had charged several expense items as "investment."

Instead of making \$100 a month clear, he was not only failing to make anything, but he and his wife were both working for almost nothing.

If they had both worked in some other store they might have earned \$100; so instead of making \$100 they were losing \$100 a month.

A grocer in Pittsburgh was interested in politics. Last year he succeeded in landing a city job, paying him \$2,500 a year.

When he got this job he decided to sell his store. He placed the store in the hands of a broker, and had an accountant go over the books to place a value on the stock and to see what the business was worth.

The accountant's report showed that no charge had been made for salaries. The grocer, his wife and four children ran the store. When proper allowance was made for salaries, the store was found to be paying a fraction over one-half of one per cent. a year on the investment.

Instead of a fairly profitable business, one salable at a premium for good will, it was found to be a business so nearly unprofitable as to be unsalable.

Fixtures and stock were finally sold at a loss. Nothing was received for good will, because there was no good will—only a chance to work for nothing and take the ordinary business risks besides.

Average Salaries of Clerks.

In scientifically managed stores it has been found that the salaries of the clerks average around nine per cent. of the gross sales by those clerks.

The salaries of managers, bookkeepers and other employees, who do not sell, run the average cost for salaries up to about thirteen to thirteen and a half per cent. of the gross sales.

Rent is likely to average around four per cent., delivery around one and a half to two per cent., light and heat from one to two per cent., and so on down the list of expenses.

No merchant, as he so frequently does, should assume these percentages to be his costs. He should get his own costs from his business, considering these per-

A retailer may fool himself by failing to charge all of his expenses into his cost of doing business, but his expenses will come out of his gross profits just the same.

centages only as standards by which to judge whether he is higher or lower than the average.

The merchant who would know his cost of doing business should classify his expenses into such accounts as will give him the information he needs.

He should install a cost system that will search out all of the expenses and enable him to know, not mere-

*A chapter from "A Better Day's Profits" copyrighted 1912 by the Burroughs Adding Machine Company.

ly a few of the things which he pays for, but all of the things which enter into his cost of doing business.

A List of Expenses.

Here is a list of the expenses used by one wide-awake merchant:—

Rents—if the building is leased; depreciation or upkeep if it is owned.

Salary—of all employees, and the manager.

Delivery expense—including repairs to wagons, harness, shoeing of horses, grease, feed, barn, rent, etc.

Light—including light in barns, etc.

Heat—including coal, fireman, etc.

Ice—for drinking fountains, refrigerators, soda fountains, etc.

Advertising—in newspapers, circulars, etc.

Printing—stationery, blank books, bill heads, etc.

Gifts—presents, donations, etc.

Telephone and telegraph tools.

Insurance—stock, fixtures, burglar, etc.

Taxes—on fixtures, stock, etc.

Interest—paid out.

Paper bags, wrapping paper, twine, etc.

Breakage and spoilage of goods.

Repairs on fixtures, etc.

Depreciation on merchandise.

Shrinkage of merchandise.

Depreciation on fixtures, furniture, etc.

Bad accounts.

Goods stolen from stock.

Depreciation from cost price by change of style, and by the purchase of unsalable stock which makes it necessary to reduce prices.

Some merchants add freight and cartage to this list, but it should not be charged as an expense. It is a part of the original cost of goods and should be charged to goods and not to expense.

Rules for Figuring Costs and Profits.

These rules for figuring costs and profits are recommended by the National Association of Credit men:—

1. Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.

5. Charge depreciation on buildings, tools fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10. Charge collection expense.

11. Charge any other expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amount to, prove it by your books,

and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.

DISCUSSING THE ONTARIO BUSINESS TAX.

In the last issue of the Merchants' Magazine reference was made to the inequalities of the business tax in Ontario. Since then added interest has been given the subject by the opening of the investigation of taxation in general by the commission appointed for the purpose by the Ontario Legislature.

At the meeting held in Toronto the other day the case for the retailers was presented by Mr. E. M. Trowern, secretary of the Ontario Branch of the Retail Merchants' Association, who pointed out that the present business tax was brought into force when the present assessment act was passed in 1904. Under this act the business tax was levied on twenty-five, thirty and thirty-five per cent. of the assessed value of the property occupied by the business, according to the population of the place. He thought this tax should be no higher than ten per cent. The established principle that retail property was more valuable than factory or residential property, as demonstrated by prices prevailing in Toronto, affected the assessed value of the property and also the business assessment. In the report of the Assessment Commissioner of Toronto for 1911 the total number of retail stores is given at 6,361, while factories, schools, churches and colleges are numbered at 3,111. The total business assessment of Toronto for 1912 he places at \$38,443,099. The exemptions on the property of public institutions amounts to \$45,764,033.

"The main question is," asked Mr. Trowern, "is the retail merchants' property paying too high a rate of the proportion of the assessed value of our land and buildings in proportion to the stocks carried and in proportion to what other classes are paying?" It was to be remembered that the underlying principle of all taxation was that those who own the most should pay the most. If the business tax was abolished altogether and land and buildings taxed, would it not be better to tax land, buildings and merchandise?

HEAP BIG SALESMAN.

An Indian entered a haberdasher's store and walked to the tie counter. He was dressed in a workman's garb and did not look prosperous. A new salesman was talking to an eastern travelling man at the time, but left him to wait on the customer. Without asking him any questions or greeting him he pulled a bright red tie off the rack and literally shoved it at the customer with the remark: "Heap nice tie; cheap; twenty-five cents."

He was surprised and somewhat chagrined when the Indian replied: "If you are displaying salesmanship, it is very poor work. If that is your best in talking, you need schooling. If you are 'showing off' you are an unmitigated fool. Please let me have one of those plain black silk ties at a dollar."

How to Create Steel Ceiling Business*

By F. I. Pixley

How to create a demand for steel ceilings and sidewalls and then how to get the business: Before beginning to solicit steel ceilings and sidewalls, if I had a building that I were doing business in that it was possible to place this on, I would begin the work by putting it on my own store building. Almost any kind of a building can be placed in shape to receive steel. Plastered, sheeted or ceiled buildings, by taking a little care, can be made very artistic as well as helping to keep out the cold, wind, dust, etc.

After placing it on your walls, paint it up in an artistic manner. Then you are ready to solicit business, it will be necessary to call the attention of your customers to the improvement it makes in your building, as they will notice it at once on entering the room and will speak of it. Every time a customer of your city enters your place that you know could improve his place with steel ceilings, call his attention to it, as to cheapness, durability, and any other good qualities you may think of.

New Building Prospects.

Whenever there are any new building prospects in sight, make an effort to see the party that has charge of the building arrangements and try to induce them to put in steel ceilings and sidewalls. Make every effort possible to do this before plans are perfected or contracts let, as it is very hard to get plans and specifications changed after they have been once made. Get the parties to go with you and visit places that already have steel ceilings or sidewalls, and have them talk with the people that have them in use, as any one that has once put on steel will favor it ever after.

How One Sale Was Made.

Two years ago we placed a steel ceiling in our store, had it painted and then decorated the raised work with gold leaf, which gave it a very neat appearance. A very short time afterwards some of our farmer friends were about to build a school house. They had all seen the ceiling and admired it. One day the school board met at our store to talk the matter over and look at the ceiling and see if they could not afford to use it on their schoolhouse. A very short talk with them convinced them that it would be the most durable covering they could use, as it could not be poked full of holes, sand running off the walls and repairs necessary every year, like the old plastered walls. In less than an hour we had their order for ceiling and sidewalls and had it in the mail. It soon arrived and was put in place.

Another Sale Made.

A few weeks later the school board from a neighboring district came in and stated what trouble they had had with the plaster falling off and the expense they had been to to make repairs every year. They had been over looking at the ceiling we had sold for the new school house, and wished to see what could be done to cover their walls and what the expense would be for stripping, putting in place and other work all complete. We soon made an estimate of and in a very few minutes we had the order for this building. Since then we have sold several other school buildings and it is an easy matter now to sell for any new school house and some old ones. We doubt if there will be another school house put up in this vicinity

that will not use steel ceilings and sidewalls. The general tendency nowadays is for people to have the best, and once a person sees the improvement that steel makes on a building it is the tendency to improve to keep up appearance with others, and so it is with the steel ceiling business, the more one sells the easier it is to sell it, and each job helps to get another.

There may be churches, store buildings, hotels or other rooms in your city that have become dingy and rough from the plaster being patched over for years until they are beyond getting them smooth or in a presentable condition. Here is where to get in your work with steel ceilings, as they cover a multitude of defects and look as good as though they were new buildings on the inside and at a very little expense. Try it, keep on trying and as soon as you get a few in it will come easier. Try it, push it, and it will push itself.

NO MONEY AT THIS PRICE.

An Eastern Ontario hardware merchant reports that one of his competitors is selling American coal oil for 14 cents per gallon. The cost, laid down, is 12½ cents. Our correspondent reports that when the waste in leakage, the time spent in delivery and the loss resulting from unreturned and lost cans is considered, the margin of profit should be much greater than that looked for by the retailer complained of. Coal oil should not be carried as a convenience to customers. If the line cannot show a profit, it might as well be discontinued altogether.

SHOW THEM THE CATALOGUE.

There has been a new development in the use of catalogues. Originally a catalogue was used by a merchant only as a purchasing medium, but in these later days the wise merchant has one or more catalogues on a stand, or on the counter near the front door with a sign inviting his customers to turn through the pages of the catalogue and suggesting he will be glad to order for them any special goods he may not carry in stock. There is no reason why all merchants should not adopt this plan. It requires only a little thought and trouble on their part.

Would it not be a good idea to suggest to a customer while he is waiting that he turn through the pages of your catalogues? In these days when catalogue houses are inundating the farming districts with catalogues it is certainly up to the retail merchant to counteract this influence by using every means to show the farmer that he is in position to order anything for him that is known to the hardware world, to get it promptly, and to deliver it to him at a satisfactory price.

ABOUT SELF-RESPECT.

Cultivate self-respect. That doesn't mean that you are to be conceited. If you have the dictionary handy, look up the definition of the two words. Self-respect simply means a regard for you. It means that you aren't to step one inch lower than your manhood dictates. It's capital. Look out you don't lose it. It's a hard thing to reinvest. It's a standard you put upon yourself. It's your ideal way of thinking and acting: in other words, behaving yourself decently and orderly. Every man back of every counter right down in his consciousness has a full sense of self-respect. Dig it out and live it out.—W. E. Sweeney.

*This article won first prize in a contest inaugurated by a Western manufacturing firm.

Sheet Metal Firms Amalgamate

That the metal working industry in Canada is making rapid advances, is shown in the announcement made this month of the consolidation of The Metal Shingle and Siding Co., Preston, and the A. B. Ormsby Co., together with the Canadian interests of the U. S. Metal Products Co. of New York.

The Metal Shingle & Siding Co. are known to the trade in all parts of Canada as being manufacturers of herringbone lath, metal roofings, sidings, ceilings, portable steel garages, steel buildings, and other lines of sheet metal building goods.

A. B. Ormsby Co. have specialized in the manufacture of fireproof doors and windows, kalamined doors and trim for interior finish, skylights, ventilators, factory sash, etc.

The U. S. Metal Products Co. are the largest manufacturers in the United States of sheet steel fireproofing materials and control many Canadian patents covering revolving doors, solid steel and hollow metal doors and trim, hollow bronze and bronze covered doors, and kindred lines, and their products may be seen in such buildings as the Vanderbilt Hotel, Metropolitan Tower, Woolworth Building, New York Municipal Buildings, and many other of the prominent buildings in the United States.

The consolidation will comprise the plants located at Montreal, Preston, Toronto, Winnipeg and Saskatoon.

A new charter has been secured for increasing the capitalization of the business, and the consolidation will facilitate the addition of new departments to the business. As a result of the consolidation the capital stock of the company has been increased to \$1,500,000.

In Toronto and Winnipeg the business will be conducted under the firm name of the A. B. Ormsby Co., as is done now, while in other places the old name of the Metal Shingle & Siding Co., will be used.

One of the most important developments which the new company has in view is the erection of a large new plant for the manufacture of solid steel doors and trim, hollow bronze and bronze covered doors, revolving doors, industrial sash, and other high grade materials. Some large contracts of this class of work have had to be placed in the United States during recent years for the reason that there has been no plant in Canada large enough to turn out the material required. It is therefore planned to make this new plant the most complete of its kind in Canada, and it will start off with some large contracts which have already been secured. One of these is for the Winnipeg Street Railway office building.

The directors of the new company will be C. Dolph, Preston; A. B. Ormsby, Toronto; A. K. Cameron, Montreal; H. C. Randall, New York; and J. D. Murdock, Simcoe.

C. Dolph, the president of the consolidated companies, secured his early business training with Clare Bros. stove manufacturers, Preston, Ont. About fifteen years ago he organized the Metal Shingle & Siding Co. when the sheet metal industry was a small thing compared with its present proportions. The factory at Preston commenced operations with a staff of four men but, under Mr. Dolph's management, grew rapidly until the Metal Shingle & Siding Co., with its plants at Preston, Montreal and Saskatoon, became recognized as one of the leading companies manufacturing sheet metal building goods in Canada. Although Mr. Dolph has had more than 25 years business experience he is still a young man with all his original energy. His business friends recognized in him a man in whom

ambition and patience are combined in an unusual degree. By hard work and courage which has surmounted every obstacle, he has won his way into the front rank of Canadian manufacturers.

A. K. Cameron, joined the sales staff of the Metal Shingle & Siding Co. in 1904, and showed such marked ability that when the company decided to open a new factory in Montreal he was appointed to manage it. This was six years ago, and the wisdom of the selection of Mr. Cameron as Montreal manager has been shown in the expansion of the firm's business. He has always enjoyed the confidence of the management of the company and his counsel and advice has materially assisted in the success of the business, and as a director of the new company he will be given ample scope for his energy and ability.

A. B. Ormsby is one of the best known men among the architectural sheet metal workers in Canada. Twenty-five years ago, Mr. Ormsby established his business for the manufacture of fireproof doors and windows. He was the pioneer of this industry in Canada, and The A. B. Ormsby Co., under his guidance, has fulfilled many of the most important contracts let in Canada for the manufacture and installation of fireproof doors and windows, kalamined doors, and other sheet metal fireproof materials.

The Montreal branch of the consolidated companies will specialize on expanded metal, structural steel metal work, metal windows, steel ceiling work, skylights and kindred lines. It will be under the direct charge of A. K. Cameron.

The Toronto plant, which will be under the management of A. B. Ormsby, will have the advantage of his long experience in the fireproof door and window business. With the increased facilities which are being planned for the Toronto factory and the new lines which are being added, this plant will be in a position to furnish promptly all of the lines formerly manufactured, as well as new ones.

The head office of the company will continue to be in Preston and the factory at that point will be under the management of Mr. Dolph. At this plant the firm's line of metal shingles, sidings, corrugated sheets, etc., will be produced. The enlargement of the Preston plant for the manufacture of several new lines will be proceeded with in the near future.

The Winnipeg branch will be in charge of C. Bordman and will continue its present lines such as fireproof doors and windows, metal cornices, skylights, etc.

In joint charge of the Saskatoon branch will be Messrs. Charleboise and Moser. It will manufacture cornices, skylights, steel granaries, roofing, sidings and similar lines, and will also act as distributing agents for the company's other lines. Selling agencies will be established in all the important cities in the Dominion.

The new company is fortunate in having associated with it the United States Metal Products Co. of New York, a company which is the largest of its kind in the United States. This company will equip the Canadian factory with an up-to-date plant for the manufacture of the lines now made in the States, and will furnish competent engineers and estimators to assist in securing business, thus giving the Canadian company the benefit of the experimental work which they have for years carried on in the United States. They will also lend the new company their co-operation in every way possible to develop the Canadian field. On Nov. 28th the Board of Control of the City of Toronto sold to the new company the site at the corner of Dufferin and King Streets. No time is being lost and plans for building operations are already well under way.

Metal Working at Profitable Prices

"Why don't you go out after more business?" was once asked a sheet metal contractor in a moderate sized town. "I have all the business in my line that it is possible to get," was the reply. "But are you always busy and have you enough work ahead so that you know that there will be no dull times to look forward to?" the questioner continued. "Well, of course, I have my dull times; any trade has," replied the metal worker.

The metal worker was right in a way. All trades have their inactive seasons, but there are few trades that have the undeveloped advantages of creating business that the metal trade has. You as a metal worker may think that you have all the business that is possible to develop. No doubt you have all the business that comes to you, but what about creating business? You have just as good a show of making new business as the storekeeper or manufacturer. Go out after it.

There is one good thing about the business you create—competitor can take it away from you. With business that you have made there is no mad scrambling to meet the other fellow's prices. You can get a good profit on all this sort of work, in fact in most cases you can set your own price.

Three Ways of Developing Business.

As Mr. Hall pointed out in the Metal Worker, there are three ways in which you can go out after and develop new business; first, by personal solicitation; second by the aid of a good strong form letter, and, third, by newspaper advertising. You may employ one or perhaps all of these ways now, but are you getting tangible returns? If you are not, then you are not going after it in the right way. Take, for instance, eaves trough and gutter work. Of course, when a new building is going up you are right after the job. You hunt up the contractor, architect and possibly the owner. Yes, they will need work on their building, but they believe in competition. They want to see how cheaply the work can be done, and the man that is satisfied with the smallest margin of profit gets the job. You know that you are up against the bid in nine out of ten jobs.

The Man Who Failed And The Way.

A metal worker in a small but growing western town found that the business in his line was pretty well divided among four metal workers. On going over his books at the end of the year he found that he was not making the money he should. He got his share of the town's work, but his margin of profit was so small that he proved that by actual figures he would have been better off working for someone else than he was by owning his own shop. As the boys say, "there was a nigger in the wood pile," and it was up to him to smoke him out. He then went over his books, job by job, and made this discovery that where he was in competition with the other three firms his profit of these jobs was little or nothing. The jobs where competition was minus showed a good round profit.

The New Plan that won.

Here was something to think about. Competition meant no profit, non-competition jobs meant a good profit. The answer was easy. To make money he must use "gum shoe" methods. He must look for business where the other fellow would never find it. With this thought in mind he started home. On his way he passed a friend's house and glancing up at the roof saw that the gutters around the edge of the roof were in

pretty bad shape. Here was a chance to try out a new plan.

On arriving home he took a piece of paper and pencil and figured out the cost of new gutters on his friend's house. That night after supper he made it a point to call on his friend. He put the proposition up to his friend straight from the shoulder, "Bill, those gutters around your roof are in pretty bad shape; better let me put on a new lot before the rains come." "Yes," replied the friend, "they are pretty rotten, but I wasn't figuring on spending any money now. How much will it cost?" There was no hesitation on this man's part. He had the cost already figured out, and replied: "It will cost you just \$65. After a minute or two of thought the friend told him to go ahead and do the work.

The next three or four days he spent in walking about the town, making careful inspection and notes of the various houses that were in need of repairs. At the end of a week he had secured over \$600 worth of work—all of it at his own price—all of it work that would not have come to him through the usual way. To-day that metal worker is making more money in three months than he formerly made in a year. He has no idle seasons. He solved the problem by personal solicitation.

Another Plan That Won.

Another man whose shop was located in a good sized city in the East was confronted with the same conditions. He solved the problem in the same way, but by personal letters. He made a personal inspection of various houses, saw what they needed and made his estimates accordingly. He sent the owners a strong personal letter. The letter was a business getter, netting about 70 per cent. returns. Here is the first letter that he sent out:

Dear Sir—

"It is the little leaks that cause big losses."

I happened to be going by your home yesterday and glanced up at your eaves trough. They look to be in pretty bad shape, and I suppose the only reason that you have not had them attended to is that no one has called your attention to the matter.

Putting on new eaves trough is not an expense—it is simply an investment, and if the right kind of material is used, combined with good workmanship, the investment is a paying one.

I am not going to ask you to let me figure on the job, for I have my figures all ready. It will cost you \$36 to have me do the work. When I say work, I mean the whole job complete. There will be no extras or overtime.

If I used poor materials and skimmed on the work I could probably do the work for a little less money, but I do not believe in that sort of work. Every job that I turn out has my personal attention and I pick out the very best materials that money can buy. That's why my jobs last. There are always a few more added years of wear in my work than the other fellow turns out.

Just call me up on the 'phone—Main 1264—and tell me to go ahead on the job and I will start on it within the next few days.

When do you want me to begin?

Yours truly,

THOMAS W. WOLWORTH.

P. S.—By the way, I never leave any muss—everything is left spick and span when I get through.

Letters of this sort that have a personal tone to them

are pullers. Don't be afraid to talk through the mail as you would if the house owner stood beside you. It is the personality you give your letters that makes them pay.

Value of a Follow-Up System.

Use the follow-up methods in keeping track of your prospective jobs of this sort. A small card index will cost you about 75 cents, complete, and will be of inestimable use in getting new business in a systematic way. I think the best results can be obtained by using a card system indexed from 1 to 31.

There is no red tape connected with a card index system; it is just common sense. Here is a card that is filled out, giving all the information needed.

A. P. Moffit, 125 Ninth Street.
Owner, A. P. Moffit.
Eaves in bad condition. Wrote 1st, June 15.
Quoted \$42. Wrote 2nd, June 30.
Secured work, July 2.
Started work, July 7.
Finished work, July 9.
Received payment in full, July 11.

The accompanying card shows that a letter was written to A. P. Moffit on June 15, quoting him a price of \$42 for the work. The first letter was not answered and another was sent June 30 and the work was secured July 2. The work was started July 7 and finished July 9. Payment was received July 11.

When the card was filled out and the first letter mailed the card was filed in the card index under No. 30, which implied that if no answer was received by June 30 another letter should be sent to Mr. Moffit. With this system of filing it is necessary to go over the prospect cards every day—that is a strong feature, for it will bring to your attention some future job that might have passed out of your mind. This card index follow-up can be modified to suit your individual needs. Any office outfitter can fix you out with a follow-up system for your business. They make no charge for their services.

Economy in Personal Letter Advertising.

Personal letter advertising is the cheapest direct advertising known when you take into consideration it gets to just the very person you want. Of course, newspaper and magazine advertising reach a greater number of people and for a general advertisement is far better than the personal letter. When you want to convey a direct appeal use the mail and use a two-cent stamp—letters with the green stamp go to the waste basket unread.

There are dozens of ways of creating business. How many of you have a list of the automobile owners in your town? Automobile users are in need of metal work quite frequently. One metal worker has built up a paying business by making galvanized iron pans to be placed under the auto to catch the oil. Still another one makes a specialty of iron doors for private garages. An enterprising metal worker in a large town has created quite a trade in sheet steel camp stoves. These stoves are simply a piece of sheet steel bent in the form of a flat arch. He is able to get about three times the price he would secure from strictly commercial work.

To the metal worker that is alive to the situation there need be no more dull times. Of course he can not get away from competition entirely, but you can have enough non-competitive work to offset your small profit on "bid" jobs.

PUSHING FURNITURE SHOES.

Wm. Walker & Son, 1228 Yonge St., Toronto, are making a great success in pushing the sale of the sliding furniture shoes manufactured by the Onward Manufacturing Co., Berlin, Ont. Recently they devoted half of their window to a display of these articles and, to add to the effect, the manufacturers loaned them a miniature brass bed equipped with the shoes. As a result of the display, it is estimated that the sales increased 50 per cent.

Asked as to what he attributed his success in the sale of the shoes, Mr. Walker, Jr., said: "The furniture shoe is an article which, as yet, is not very well known to the general public. For this reason you have to keep them constantly to the front. We always keep a few shoes lying around on the counter. When customers are waiting to be served they pick one of them up and, recognizing in it something they have never seen before, start to make inquiries, more out of curiosity than anything else. Right here is where we get a chance to get in our arguments about its usefulness and carpet-saving qualities. Then, too, we quite often put a few in the window so that casual passers-by will see them, wonder what they are and come in and ask all about them. Those who buy a set as a sample will want more after a trial and, not having seen them elsewhere, will come back to our store. This means increased trade for us."

GOING AFTER THE FARMER'S TRADE.

L. C. Abbott, Marshalltown, Iowa, President of the National Retail Hardware Association, who has been invited to deliver an address at the Ontario Retail Hardware Convention at Hamilton next February, is a progressive merchant whose ideas on hardware retailing are worth studying.

He has established an auto delivery for his store and every week several trips are made into the country. The auto making it possible to cover a large territory in a short time. A sample or two of some good seasonal specialty is taken along and many deliveries are made on the next trip. Inquiries, made at any time, regarding any particular article, needed later, are kept track of and followed up in good season. If it happens to be some article not carried regularly in stock, it is looked up, figures secured and full particulars and prices are furnished the inquirer, and the article will be ordered and delivered at his door if desired.

Any phase of farming in which the farmer may be interested, or any fad of his, is made note of and circulars and other advertising matter of goods suitable for his needs are furnished him and whenever practicable, a sample is taken out for inspection.

New customers are also looked up. By thus keeping in close touch with the farmer, Abbot & Son have been able to extend their country trade considerably and expect to accomplish still more in this line with each succeeding year.

SYNDICATE BUYING CONCERN FAILS.

The Erie Wholesale Hardware Co., of Erie, Pa., a concern composed of a number of retail dealers organized to buy goods on a syndicate basis, is in financial trouble. An involuntary petition in bankruptcy has been filed and their place is said to have been closed by the constable. Their liabilities are reported to amount to \$24,000, the larger part of this sum being owed to manufacturers.

Stoves and Housefurnishings

HIGHER PRICES ON STOVES AND FURNACES.

For some time, manufacturers of stoves have been considering making an advance in the prices, but, out of consideration for the retailer, held off till the stove buying season (as far as the dealer is concerned) was over. Most dealers have bought up their supply for this year, so the recent advance that was made will not affect them on this year's business.

A couple of weeks ago, the Canadian Stove Manufacturers' Association met in Hamilton and decided to make some important changes in the stove and furnace prices and also in the discounts given for cash payments. Stoves and holloware have advanced 5 per cent., furnaces 10 per cent., and cash discounts have been changed from three to two per cent. New price lists have not, as yet, been issued, but these are expected almost any day.

These changes came not as a surprise; in fact they have been expected. The price to dealers has not kept pace with the increased cost of manufacture. Labor has advanced considerably and where formerly a man could be secured for \$2 a day, \$2.50 is now the wage asked. It is estimated that the general increase for help is 15 per cent.

The volume of business being done necessitates larger plants to turn out the work, and property and building materials are all much higher than they were 10 years ago. This means a whole lot when the cost of production is considered.

Where the chief increase comes in, however, is in the price of raw material. Everything that goes to make up a stove or furnace has risen considerably. Where pig iron was selling for \$16 in 1911, the price to-day is \$21 to \$22. At the first of this year dull Canada plates were selling for \$2.40 per box, while \$3.40 was being paid for polished. To-day the price is \$3.10 and \$4.10 with some dealers asking \$4.25 for the latter. Copper sheets are now 24 cents per pound, when a short time ago they could be bought for 16 cents. Steel that used to be \$1.86 per cwt. is now \$2.40. The price to-day on English polished steel is \$4.05 per 100 pounds. A year or so back it was \$3.45. Galvanized iron used to bring \$2.88. Now \$3.51 per cwt. is being paid.

All materials used in furnace manufacture show marked advances. Tin plates, 20 x 28 I.C. have advanced 50 cents, while size 20 x 33 I.X. are now quoted at \$9.75, an advance of 75 cents. Furnace cement shows a material rise.

Canadian furnace manufacturers use mostly American steel. Indications are that before long it will advance to a price on a par with the English brands.

The railways have increased their charges for hauling to and from stations from two cents to three cents per 100 lbs. Crating lumber is another item that has taken a jump. It is now selling at \$19 a thousand. It used to be \$15. Rivets, bolts, nuts and other small articles which enter into the making of a range or furnace, all show an advance.

When one considers all these things, it is not to be wondered at that prices have gone up. The manu-

facturer wants to make a profit, the same as the retailer, and if he continued to sell at the prices he has been charging for so long, this would be impossible it is claimed. It will be up to the dealer to get his price next season.

The Hardware Journal is given to understand that it is the intention of the manufacturers to ultimately adopt a uniform discount off the list.

UNIQUE STOVE SELLING PLAN.

Here is a novel method of selling a stove. It has been tried a number of times and has always proved successful. Place a stove in your window and advertise that you will sell it by sealed tender. Make the fact known throughout your whole town and surrounding country, and advertise that bids will be received up to a certain date, when they will be opened and the stove sold to the person making the highest offer.

Do not be afraid that people will look upon the thing more or less as a joke and bid only \$7 or \$10. They know if they did this they would not have a chance of getting the stove, and no person is foolish enough to go to the trouble of writing and bidding just for the sake of a joke.

A person who enters a contest of this kind is in earnest, and you may be sure that the price bid will be a fair one. It may be that it is below your selling price, and even below your cost price. Supposing you offer a \$50 stove and the highest bid is \$35. There is no money in letting the stove go at this price, but look at the advertising you secure. That is what counts. You can gamble on it that every one who sends in a bid in a contest of this kind is in immediate need of a stove, or will soon want one. You have their names. Get after them. A person whom you have got in touch with even in this small way is easier to sell than one who has never been in your store before. A personal canvass upon people whose names you have received in a manner such as this will produce good results. Try it.

AN EFFECTIVE ADVERTISEMENT.

As an example of effective advertising—the kind that attracts the attention of the housewife and that sells stoves, the following is good. It is an extract from an advertisement of a large housefurnishings house. The results obtained were excellent.

"People ought to give more thought to selecting a range than they usually do—because the range is the only thing in the house that directly affects your everyday living expenses.

"When you once pay the bill for a chair or a table, the matter is closed so far as expense is concerned. But with the range the first cost is only the beginning—a small amount when compared with the cost of fuel it will consume during its lifetime.

You can govern your choice of a range, but you cannot govern the amount of fuel it will require. The range decides that and not all ranges are alike in this

respect. It is an established fact that some ranges will waste as much fuel as others require for constant service.

"Our ability to serve you promptly was never better and we have made a special effort this year to remedy any fault in our service. It depends entirely on how a stove or range is set up, for the service it will give you and the fuel it will consume—therefore we employ experienced stove men who know how to set up a stove and adjust the draft to the different ones properly."

The price of coal is a burning topic these days and any arrangement whereby fuel can be saved is always of interest. In this advertisement, the importance of purchasing a range that will not burn too much coal is brought out. The result is that the reader at once becomes interested and, in most cases, will make it a point to examine that particular stove.

FURNACES

HOW TO KEEP TAB ON MATERIAL.

C. Bragg, Toronto, has a simple, yet effective, way of looking after the material used on his many heating jobs. If he has a contract to install the heating system in two, three or four houses in one section, he orders all his supplies from one house, and if, in the meantime, he secures other contracts in other parts of the city, he orders from a different house. Before starting the work, he sits down and makes out a list of all the material that will be required for the jobs, and sends in an order to the one house. "By doing this," said Mr. Bragg, "I know just exactly what a job costs me for material. It is an easy matter to keep track of the time my men spend on the job, so all that has to be done is to add these two together and I have what the whole work cost me. Then I send my bill, with, of course, the profit I am entitled to, added on.

"If I was to buy a little here and a little there, just 'to accommodate them,' as the wholesale houses say, I would have a fine job keeping track of the material used on a job. By the method I use, all I have to do is to see where the goods went to and charge them up to the job. Some people order from four or five houses, and when the time comes for making out the bill, they are forced to gather their men together and ask, 'Where did this stuff go to, where was it used?' and others of a like nature. If they did the same as I do, they would know just as soon as they saw the supply house bill where the stuff was used.

"Then, too, such a method prevents petty thieving on the part of the men. With all due respect to the trade, I must say that there are some fellows in it who are not adverse to picking up a small thing here and there and appropriating it to their own use.

"Shortly before I started my present system, I received a bill for \$132 for goods supplied me. The bill did not state to where the stuff was delivered, and as I did not remember getting the stuff for any of my work, naturally I kicked against paying it. I went to the wholesale house and asked them about the bill, where the goods had been sent, etc. They were as much at sea as I, so I told them I would trace it and would not pay them till I found out where the goods had gone, if it took me a dozen years. I went thor-

oughly into all the jobs I had done since the stuff was alleged to have been sent on my order, and after much work found out that I had received them. That caused the change in my methods, and I have had no trouble since."

ORIGINAL CAPITAL A KIT OF TOOLS.

When R. J. Cameron, Spark St., Ottawa, Ont., started in business sixteen years ago, as a dealer in furnaces and sheet metal goods, he had not much to boast about except his own ambition to do not only a large trade, but a good one as well. His capital, in fact, consisted of practically little else but a good kit of tools. To-day he does a large business. Last year he sold over



A float J. R. Cameron, Ottawa, Ont., used in a local parade.

500 furnaces, and he has not less than 30 hands employed all the year round. Mr. Cameron believes that a furnace should have more than one cold air register. Consequently he never puts in a furnace with less than two, and sometimes four registers.

Mr. Cameron's motto has always been "Good Work and Fair Prices." And it is upon this that his business has been built up. He handles the "New Idea" furnace, manufactured by the Hamilton Stove & Heater Company.

EXPLOSION IN HARDWARE STORE.

The interior of the hardware store of J. F. French, Renfrew, Ont., was recently wrecked by an explosion. As a result of the accident, W. Carson, a clerk employed in the store, is in the hospital suffering from severe burns about the face and arms and his sight may be lost. Several other persons were cut by flying glass.

The cause of the explosion is a mystery. That gunpowder was the explosive is evidenced by the blackened condition of the store interior, but how it became ignited, no one appeared to know.

A loud report, followed by a sharp reverberation, was the first sign of danger. The plate glass windows and the entire front of the store, including brick and wood work, were shot into the street by the force of the explosion.

THE LATE J. W. SPARROW.

J. W. Sparrow, hardware merchant, Yonge Street, Toronto, died recently from valvular trouble of the heart. He was aged 52. It is rather a strange coincidence that his father died from the same disease at the same age. The business has been always carried on under the father's name, W. H. Sparrow.

Getting the Interest of the Stove Buyer

By C. A. Eddy

In one of my trips calling upon the retail hardware dealers, I happened into a hardware store which at first glance seemed to say, "Here is a different one from the ordinary store." Something about the place brought it out of the ordinary class and this something I soon discovered to be "A Merchant and a Method."

Many hardware stores have been criticised for the apparent lack of attention to details. Things seem to be left wherever most convenient. No attempt is made to make the store attractive as some dealers do business on the assumption that people will buy if they need the goods and that anyway their business will never be like a dry-goods or clothing store. Of course there is a vast difference in the line of goods handled and sold, but it has been easily demonstrated that there is just as good an opportunity to create interest in the hardware store by an attractive arrangement of goods, as there is in any other line of business.

Make a Study of Your Business.

The proprietor of the store mentioned above had made a study of his business. He had proven by actual experience that the reason large city stores get so much of the business that should go to the small hardware dealer is because of their ability to make the goods look right—to make them so attractive that people will want them and are willing to pay the price asked. This dealer had made his stove department a great success. He told me that one of the reasons for his success was his determination some years ago to sell one good line of stoves and stick to them. Before he made the decision, he satisfied himself thoroughly that he was choosing a line of stoves that would back up every reasonable claim he might make for them. He concentrated his energies on advertising the line and instructed his clerks on the selling points that would interest the stove buyer.

He took two of his best floor salesmen to the stove factory with him, spending two days investigating the manufacturing end. When they arrived at the factory, they were taken in charge by an experienced stove man who took them through every department of the plant, and answered all the questions they asked him and they in turn absorbed enough information on the stove question to enable them to sell more than the usual number of stoves. This dealer realized that in order to sell goods, you must know about them and took the first step by carefully preparing himself and his salesmen on the stove question. In addition to the usual forms of advertising and the displaying of stoves, this dealer has aroused interest in his store by publishing a small book entitled "The Modern Kitchen." The book consists of recipes, hints to housewives and information which is appreciated in most every home. In addition, he arranged for an excellent talk on the advantages of buying stoves of quality, and shows a number of styles of stoves which he is selling. The dealer has traced returns from this talk and found a large number of sales which he attributes to this form of advertising.

Be Systematic in Selling Stoves.

In selling stoves, it is just as necessary to be systematic as in any other line. There is no question about it, no business can be successfully run nowadays without system.

It should not be an elaborate system that takes all

a man's time and energy to watch, but a good plain method he can keep at his finger's tips. The kind of system that tells him where he is at is the sort a busy man appreciates.

The few hints given below are along the lines of the systems used by wide-awake, busy merchants and are easy of application.

In buying goods many do not realize how important it is to keep the orders in a systematic manner. A good plan is to use a triplicate order book with terms, time of delivery, etc. By using a double-faced carbon, this gives three copies at one time—one for file, one for salesman, one tissue to stay in book.

The order on file is important to watch carefully by the receiving clerk as when goods are received they can be checked off from this order and any deviations noticed when goods are unpacked.

When the order book containing tissue sheets is used up a good plan is to mark it and file away for future reference. It is then an easy matter to look up any order given a salesman, which may be necessary a year or more later.

In keeping a record of the advertisements, newspaper, circular, etc., these should be pasted into a scrap book of some kind and each dated. If they advertise any special sale the success of the sale should be carefully noted at the time and marked on the advertisement.

For instance, if the sale was good, fair, or poor, mark it so you will understand which later. By referring to these ads the following year the merchant can, to a great extent, be guided by them and plan his sales and advertising to show only the best results.

No doubt every merchant keeps a "want book," but a far better plan is to provide each clerk with "want slips." Instruct them to fill out one for any article asked for, no matter what it is, or how foreign it may be to the class of goods you carry.

In this manner many an item will be brought to your attention that otherwise you would never think of and which it might benefit you to handle. If an article is asked for many times it is proof you should carry it in stock.

Have Several Stock Books.

Another thing is your stock record. A plan successfully used is to have several stock books. The books are arranged so the quantity received, the cost, date, items, selling price, etc., may be entered.

As the items are sold check them off the books. This tells you the exact length of time necessary to sell certain items and serves as a guide in buying these goods later. A memorandum should be made as they are taken from the stock room, the slips placed on file and later deducted from the quantity shown in stock book.

By this method you can tell at a glance the exact quantity you have in stock of any special item.

The above are only a few tips to successful merchandising, but overlooking such simple things as these is one reason many merchants do not make more money.

There is a merchant, a certain retail hardware and stove dealer, who has made a big success, although he started with a small capital. In fact, he has been so successful that he takes trips to Europe with his family. He has his automobiles, horses and carriages, etc.

This merchant has not made his money by luck but by hard work and by using his mind, a price every man must pay for success.

His stove department is about the biggest part of his business.

The following are the reasons for the big results in his stove department.

First—Every stove on his sample floor is as clean and as neat as a pin.

Second—He sells a high grade, trade mark line of stoves and every stove looks the part.

Third—When a prospective buyer goes into his store and asks to look at a stove, the best clerk gives the prospective buyer all the time necessary. This clerk must sell the stove or report the reason why to the proprietor. This clerk is not an "order taker." He does not simply refer the prospective customer to the stoves and quote prices then stand back and wait for the customer to decide. No, sir; he is not afraid he will get his hands dirty. His first aim is to sell this prospective customer the best stove on the floor, and he does this by taking the stove apart and explaining every advantage. He knows his business so well that he can talk every feature of stoves from A to Z direct from the shoulder, and in such a determined way that every word makes a decided impression on the prospective customer.

Know the Goods You Handle.

Every merchant should realize that the best way to become enthusiastic is to obtain a thorough knowledge of his goods. People want to deal with the man who knows thoroughly the goods he is selling.

This Ohio merchant states that the reason he is so concerned about selling every prospective buyer a stove, is that when he sells a stove he makes more money, time considered, than on anything else in his business. For instance, in the hardware department a person might buy a boxwood rule which would mean a profit of 3 or 4 cents; a pound of nails which would represent a profit of about 5 cents; a jack knife which would represent a profit of about 15 cents, and so on. The clerk in the hardware department might wait on customers all day in such a way as this and clear a profit for the whole day's work of about \$2.00, while if a high grade stove is sold a profit of from \$8.00 to \$12.00 is made and the time required to sell a stove is not over an hour.

The stove department can be made a very important and profitable adjunct to a merchant's business, and to make a success the merchant should bear in mind the following suggestions:—

If a permanent business is desired sell a trade mark line of stoves. No merchant ever built up a large and successful business by pushing cheaply constructed stoves. One of the largest catalogue houses in the country has not been successful with their stove department simply because they have been selling a cheap grade of stoves at cheap prices. It is an absolute fact that the largest retail stove merchants in the country are those that have been in business the longest are selling to-day almost exclusively high grade trade-mark stoves.

There are big vital reasons for the many lost stove sales that occur in the average hardware store. Not that sales are lost through lack of desire on the part of the dealer to sell stoves but because of circumstances which he might control if he would.

Many dealers realize this too. That they do not take steps to remedy the cause is ample reason why their profits do not loom up as large as they should.

Clerks Should Know Talking Points.

In the first place the great majority of clerks employed by hardware dealers do not know the talking points of the stoves they are supposed to sell. They,

therefore, lack confidence in their ability to sell buyers and when they get hold of a stove buyer, they turn him over to the proprietor to land the sale.

Second—In selling stoves, a great many dealers do not consider that which the prospect is most interested in, but talk on what they are most interested in themselves. For instance, the prospect may have use for a quantity of hot water. He or she is naturally most interested in the reservoir and is sure to tell you so in some manner or other. The salesman, however, has his mind on the oven, fire box or some other point and tries to get the attention where he is most interested and perhaps what the buyer cares least about. Result—If the salesman had studied the buyer he could very readily have known the points to touch on or bring out to make the sale.

Third—Too many dealers are afraid to ask a fair price and stick to it. They mark the stove to give them a fair profit but if a customer says the price is too high they get cold feet and cut the price. The customer loses confidence right there, both in the dealer and the stove he sells. He goes away thinking he can get a larger cut the next time he comes, and he often does get it too. The most substantial businesses are those that ask a legitimate profit and stick to their price.

Fourth—One prominent dealer says, "the biggest difficulty I have is in the salesman showing the customer too many stoves." A few questions relative to price they desire to pay, size they need and style wanted will extract enough information to enable the clerk to show them what he has nearest their ideas. He should then stick to that with a possible occasional reference or comparison to two stoves nearest these ideas. If he will do this he can bring the sale to a close sooner and with more satisfaction to the customer than if he showed a dozen different types and styles of stoves. The same thing applies to every line of merchandise.

Fifth—Many merchants there be who find it easy to sell stoves if they can give their undivided attention to the customer. If, however, they are short of help or extra busy and leave the customer for a short time, the customer usually turns out to be a "call again." A successful salesman radiates enthusiasm and fills the buyer with a desire for the goods he has to sell. If the salesman does not make the sale while he has the customer enthused but allows his enthusiasm to cool down, his chances of a sale later are very slim indeed.

Sixth—Some dealers are too anxious to close a sale and begin to talk price too early or as soon as the customer asks. Usually if a buyer is interested in the stove shown, he won't ask the price until he commits himself in favor of the stove, and strong quality talk will then bring the price. Quality counts and if you convince the average person that the stove you show is just what they want and what they should have, price will usually be a secondary consideration.

The average stove dealer misses one very valuable fountain of information when he refuses to talk to and question the travelling salesman of some large stove company. The manufacturers train their men to be able to talk on any stove subject. These men study the stove business, know the selling points of their stoves, and the methods that other merchants are using and that appeal to the trade.

Every merchant can profit by information they can give him. Don't hesitate to ask them. A good earnest heart to heart talk will prove enjoyable to them, profitable to you.—Hardware Review.

Paint and Varnish Trades

Women and the Paint Department

By C. T. Mason

The painter, the decorator, the builder and the house owner are not the only patrons whose business is worth cultivation by the paint department of the hardware stores. "The female of the species" is a customer of this department whose aggregate purchases in the course of a year may amount to a goodly sum, if her wants are catered to in a proper manner.

For the tidy housewife or her daughter with the feminine penchant for doing "little, tasty things around the home," if she be not actually a faddist in this particular direction, is always in need of something in the paint line that the hardware man can supply her. Her orderly soul and housewifely passion for cleanliness and "spic-and-spanness" will often lead her to make these little purchases at the store. Paint, varnish, brushes, enamels—they all come within the category of her wants, not only at the annual spring cleaning, when, of course, her purchases are larger, but all the year around as necessity or feminine fancy suggests.

The department stores, which count so many women among their customers, keep a special department of these goods almost exclusively for her trade, and that counter is not the least profitable in the emporium nor is it a bargain counter. Such goods as she needs having a fixed value, at which they may be bought anywhere else, and being procurable in various sized packages to suit the immediate requirements of the customer, there seems no earthly reason why prices should be cut even to meet the innate craving for bargains in the good lady's soul.

The hardware dealer who wishes to cater to this particular class of custom—and the "wide-awake" dealer will certainly do so—should see that his stock is kept replete with everything that is likely to be called for, and to display such goods as alluringly as possible on his shelves. A tasteful window display at certain frequent intervals, dedicated to these housewifely requirements in the paint line, should be a regular feature of the store.

Most of the articles used in touching up the home are admirably adapted to attractive window advertising, and a little personal taste in the arrangement, so as to appeal to the feminine mind, will add considerably to the interest aroused. Many of the manufacturers include among their advertising matter very handsome signs and models, all of which can be employed to great advantage in this connection, while the service of the neatly printed circular, setting forth some special article and prepared expressly for the housewife, may be utilized with gratifying results.

The postage expended in mailing this suggestive literature will be expended to advantage, not only on behalf of the paint department but of other branches of the business. Especially useful is this circularizing campaign at the annual period of spring house-furnishing, when there is a larger demand for touching-up goods.

Among the leading articles which the housewife will require, and the uses for which she will need them, are the following:—

Paints ground in varnish and known to the trade as carriage paints, from their being used in carriage repair work. For household service these paints (which are made in six or eight bright colors) are specially suitable for renovating flower pots, jardinières, lawn seats, verandah benches and tables.

Colored and white enamels, the domestic uses of which are various in all decorative lines, but mostly employed by the women folks for touching up bedsteads, bathtubs, piping, baby carriages and cribs, wicker or metal furniture, kitchen utensils and the like.

Stove enamel, one of the indispensable articles for the kitchen.

Flat black, used for renovating iron fixtures, where a dull finish is preferred.

Floor stains, ground either in oil or varnish—preferably the latter; a line of goods that is especially in demand by the housewife for staining borders or for covering the entire floor, now that rugs instead of carpets are the favorite covering for floors.

Varnish floor paint, for use on kitchen floors, wooden wash tubs, etc.

Aluminium or silver bronze paint, for piping, kitchen boilers, radiators, picture frames and all metal work where silver finish is desired.

Gold paint, for picture frames, piping, statuettes, metal stands and numerous other domestic uses, both utilitarian and artistic.

Cold water calcimine, sold in five-pound packages and easily mixed with water and applied to kitchen and pantry walls.

Varnish stains, for renovating furniture and all wooden varnished surfaces other than floors.

Paint and varnish remover for taking off old varnish or paint from furniture, and thus preparing the surface to receive a new coat of either.

Furniture varnish.

Wax polish, in paste form, for hardwood floors.

Polishing oil for cleaning furniture and all varnished woodwork and for restoring the lustre.

All the foregoing articles are sold by the manufacturers in cans of various sizes to meet the immediate demands of the consumer, thus necessitating no waste of the material—an advantage that is of prime importance in the eyes of the thrifty mistress of the home.

In addition to the goods mentioned there are others that are frequently called for, especially by the daughter of the house, who has acquired a taste for decorative home work, such as stencilling, painting with "tube colors," burnt leather work, etc., all of which articles come well within the category of the well-stocked paint department of the hardware store.

The influence of women folks on the paint department is not, however, confined solely to these personal demands. It is also felt in the purchase of paint for use on the house itself, the feminine taste being consulted in most cases when the home has to be repainted or decorated.

Her decision in the matter often governs the choice

of materials; for if she prefers the interior finished, for instance, in calcimines or flat paint, instead of wall paper or oil paints, it is more than likely that this will be the particular finish used. Her selection is largely depended upon and, in most homes, the matter is left entirely to her, and wise is the hardware dealer who so secures her favor as to obtain her patronage, indirectly or directly, when the time comes for this painting of the house.

PRATT & LAMBERT GET GOLD MEDAL.

At the Quebec Provincial Exhibition last fall, Pratt & Lambert, Inc., added another highest award to their already long list of victories at public exhibitions, by securing the gold medal certificate for the finest varnishes, enamels and like products. The gold medal certificate is reproduced herewith, as well as an illustration of their elaborate exhibit at this exhibition.

Prominent features of the exhibit, were a beautifully finished California redwood burl, showing the beauti-



Pratt & Lambert's display at the Quebec Provincial Exhibition. This display was awarded a special gold medal.

ful, unique distorted grain; pillars of intense, pure whiteness, finished with Vitralite, the long-life white enamel; panels finished with "61" floor varnish, immersed in water, showing the waterproof qualities of this varnish; large panels showing beautiful effects obtainable with Pratt & Lambert stains, paste wood fillers and varnishes, and a case containing materials from which varnish is made.

The gentleman in the picture is Mr. J. W. Limoges, the live-wire Pratt & Lambert French representative in Montreal, Quebec, and outlying French territory.

THE CLERK AND THE PAINT DEPARTMENT.

There are possibilities for you in selling paint which will rapidly raise you from the position of mere clerk to that of real salesman.

Never limit your salesmanship to the transaction of the moment, but broaden the scope of your future sales, by posting yourself with suggestions which you can readily offer to your customers and which will lead to future sales.

Besides showing the customer the good qualities of the paint you sell, you can furnish him with ideas as to color schemes, best methods of application and can

present new possibilities for the use of paint which will be of material benefit to him.

Study and become an expert in the decorative possibilities to be had—say with flat wall colors and other specialties. With each paint sale do not be afraid to impart a little of such knowledge to your customer and thus awaken new desires along these lines which will always bring future sales.

The salesman who has attached to himself the record of an expert and upon whose counsel customers may rely, is readily sought for by customers, not only to his own benefit and profit, but to that of his store.

By such methods extend your salesmanship, extend your influence, extend your benefit to your store and you will be surprised to see how rapidly the "long green" will extend itself your way.

Now that the off season in paint sales is here you will have ample opportunity for studying this question up, although the above methods applied to the sale of inside household paints would tend to make off seasons for paint sales nonentities.

Don't forget to scatter your ideas good and plenty



The diploma which accompanied the gold medal won by Pratt & Lambert.

amongst the women. Women receive new ideas concerning the application of paint more readily than anyone else, especially if you can show them how easy it is to fix up the home. A little time and counsel spent with them will boost paint sales immensely.

NEW PARIS GREEN ON MARKET.

Pinchin, Johnson & Co. (Canada) Limited, Toronto, have entered into a new line and are now marketing "Minerva" strictly pure paris green. The new brand has just been brought out and orders already are being taken. The quality of this new product is in keeping with the other "Minerva" lines—the best it is possible to produce.

When farm and other buildings are shabby for the want of a coat of paint it is evident that the education of their owners has been sadly neglected. The local merchant should be the educator.

New Goods on the Market

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

E. C. Atkins & Co., Hamilton, Ont., have placed on the market a new pruner which will be sold in connection with their line of pruning saws. This pruner operates on an entirely new principle which is said to give it a very decided advantage. The movement



The pruner in action.

easy and removing the vibration which has always been a great hardship in the use of pruners. The action of the pruner is shown in Fig. 1. On account of the ratchet of the cutting knife is obtained through the use of a crank with ratchet attachment, thus making the action

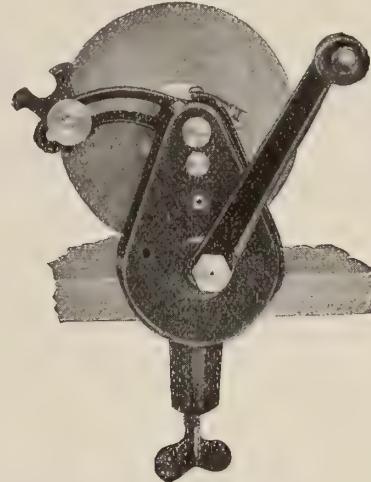


E. C. Atkins' new pruner.

easy movement, the leverage may be changed, thus relieving the operator, and the hand hold which is to be used with the left hand is movable, thus permitting the change of position when desired. The action is automatic. The knife may be sharpened with a whetstone without removing from the pruner. The body rests on a swivel joint so that pruner may be moved up or down or sideways, as desired. Details of construction are shown in Fig. 2. These pruners are nicely finished, poles being made of hardwood and in lengths 6, 8, 10 and 12 feet. They weigh about 6½ pounds.

The Luther Grinder Manufacturing Co., Milwaukee, Wis., are marketing a new grinder. In connection with most of the new abrasives now on the market the speed of the grinding wheel has everything to do with a

grinder's efficiency. High speed adds to its rapid cutting quality, length of life, and the smoothness of the finished work. No matter how desirable a sharpening substance is, it cannot be expected to do good work unless it is run at a high rate of speed. The Luther Company claim that their new grinder has by far the highest speed of any machine on the market to-day. It has a speed of 30 revolutions of the grinder wheel to every turn of the driving handle. At the same time



The Luther grinder.

it is easy running, for the gears are exceptionally wide, with long, lin-piece bearings. These are cut from solid steel blanks. The entire frame is in one piece, with all machine parts inclosed and dust protected. Equipped with a four-inch Dymo-Grit sharpening wheel it is known as Luther Grinder No. 104; with a five-inch Dymo-Grit sharpening wheel it is known as No. 105. It also has Luther's patented chisel guide and tool rest, by which a true even bevel can be given to any edged tool.

The Richards-Wilcox Manufacturing Co., Aurora, Ill., are manufacturing a new sled here illustrated. This is known as the Flexofold sled No. 610-1. This

sled folds up and can be stored handily. They are strongly constructed and built to carry a 1,000-lb. load. Their round steel runners mean speed. The sled meas-



The Richards-Wilcox new sled.

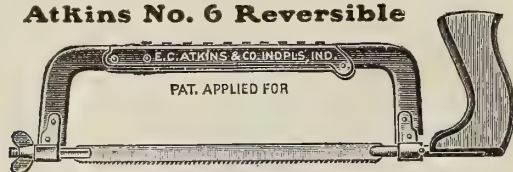
ures three feet over all, and is claimed to be the fastest on the market.

The Stratford Manufacturing Co., Limited, Stratford, Ont., are going into the manufacture of ironing boards, sleeve boards, clothes bars, clothes dryers, bake

boards and step-ladder chairs. They will be in a position to supply the trade with these goods about the middle of January of next year.

E. C. Atkins & Co., Hamilton, Ont., are manufacturing a new hack saw frame which they have named the Atkins "AAA" reversible No. 6. The frame has an extension arrangement whereby blades from 8 to 12 inches may be used. The new feature, however, is in the fact that the handle is reversible so that it will operate at four different angles: First, as shown in

Atkins No. 6 Reversible



cut; second, at right angles extending toward the right; third, extending downward exactly opposite position No. 1, and fourth, at right angles with position 1, but extending toward the left. It is handsomely nickelled, buffed and polished, is very strong and durable, and packed one in an individual box. Weight each sixteen ounces.



New folding go-cart recently produced by the Gendron Mfg. Co. Toronto.

Manufacturers' Helps for Retailers

When writing to manufacturers kindly mention
the Canadian Hardware, Stove & Paint Journal

The Taylor-Forbes Company, Limited, Guelph, Ont., have issued their 1913 catalogue of lawn mowers. The book is well gotten up and contains illustrations of the various lines of mowers manufactured by the firm, as well as the parts that go to make up each grade. A large half tone showing the T.-F. plant also is reproduced. Taylor-Forbes' mowers are known from coast to coast and a copy of this booklet should be in the hands of every retail dealer.

The Peck, Stow & Wilcox Company, Southington, Conn., Cleveland, Ohio, and New York City, have recently issued a new catalogue covering their line of mechanics' hand-tools, which we believe is worthy of the attention of our readers. This catalogue, known as 12B, is a substantial book, well bound and very nicely illustrated and printed. It is of convenient size and shape, being approximately seven inches wide and nine and three-quarters deep. Although it contains 152 pages, it is not bulky, being only about a quarter of an inch thick. This is due to the fact that it is printed upon paper of fairly light weight, although of fairly good quality, permitting high grade printing. The cover design and title page are attractive, and there is a well designed advertisement of the complete P., S. & W. line upon the back cover. It is divided into convenient sections devoted respectively to braces and auger bits, chisels, gauges and drawing knives, steel squares, hatchets and hammers, pliers, wrenches, tinners' hand-shears or snips, and miscellaneous hand tools. The makers claim that they have the largest line of mechanics' hand-tools offered by any manufacturer.

There is a general introduction to the book, giving a great deal of useful information to the hardware dealer. The book is preceded by a complete index and it contains several pages of advertising matter calling attention to other lines manufactured by the Peck, Stow & Wilcox Company.

The James Smart Manufacturing Co., Brockville, Ont., manufacturers of the Kelsey warm air furnace, have issued a handsome booklet describing the advantages of their system of heating. Every question of heating and ventilating is dealt with at length. Excellent half tones are used throughout to show buildings in which the Kelsey system has been installed, and the various parts used in the construction of the furnace are brought out clearly. A feature is a well-drawn plan showing the whole construction of the Kelsey, from feed mouth opening to smoke outlet. Sizes, weights and capacities of the Kelsey generators are given.

Rice-Knight, Limited, Toronto, have commenced the issue of a house organ entitled **The R. K. News**. This will be issued monthly and will contain selling hints for retailers, new goods in the lighting trade, news of the retail field, and some jokes. Copies may be had free of charge.

The Onward Manufacturing Co., Berlin, Ont., are sending to hardware dealers who are at present handling, or who care to handle, their sliding furniture shoes, a handsomely lithographed display sign advertising this line. The damage done by the use of old fashioned castors and the smooth way the new furniture shoe works, are clearly brought out.

The Martin-Senour Co., Limited, Montreal, recently published a handsome booklet on "New-tone" flat oil paint. The publication is handsomely illustrated with many colored plates, which offer suggestions to the householder on how to decorate the various rooms in his home. All the different colors in which this preparation is made are shown, along with borders to match. Any dealer may have a copy by sending a post-card to the firm.

Do you realize that the bulk of trade in the stores of the country comes from the man we call the "poor man?" Few are the stores that can succeed on the trade of the "400."

A SALES PROMOTING SCHEME.

In 1909, the Frost Wire Fence Co., Hamilton, Ont., gave a free trip to the Pacific Coast and Southern California to 16 hardware retailers who made the biggest sales of their products during the season. The result was so satisfactory that this year they decided to carry out a similar scheme.

This year the trip was not quite so long, but a larger number were taken. On Nov. 9th, a party of 60, including 35 hardware retailers, 10 Canadian farmers who purchased the most Frost fencing Nov. 1, 1911, and Oct. 31, 1912, and the members of the firm, left for a five-day trip to New York, Philadelphia and Washington. H. L. Frost, manager, and A. L. Page, sales manager, were prominent representatives of the Frost firm.

The successful dealers in the contest were: Geo. J. Coxon, Milverton; Orwell Haycock, Ingersoll; Wm. Marshall (Algoma Agy. & Sup. Co), Sault Ste. Marie; Duncan McDonald, Blyth; John Walker, Sandusk; Allan Bechtel, Baden; Jerry Page, Crysler; Dent Bros., Bothwell; Jas. Bonner, Ridley; John Hill, Harley; J. J. Matheson, Embro; Ed. Corman & John Naergarth, Effingham; Geo. Haycock, Port Hope; Geo. Gauley, Vars; Patterson & Hilborn, Drayton; D. J. McClellan, Kincardine; Weichel & Son (Mr. Ruapal), Waterloo; Christie Bros., Chisholm; S. F. McBride, Marburg; Andrew Hodgart, Farquhar; T. E. Poland, Brigden; Wm. Stanley, Holmesville; F. E. Hendershot, Mount Forest; Sam Davis, Fullerton; H. W. Steele, West Toronto; Learn Bros., Sherkston; Smith & Shaeffer, Bolton; J. B. Lowther, Iona; W. C. Ransom, Cedar Springs; Jos. Picard, St. Guillaume d'Upton, Que.

J. B. Lowther, though 82 years of age, enjoyed the trip as much and stood the strain as well as any man in the crowd.

On leaving for home, the dealers expressed their appreciation of the trip by presenting to Mr. Frost a beautiful umbrella and canes to Messrs. Page, Smith and Morin.

ENLARGING THEIR PREMISES.

Wm. Walker & Son, 1228 Yonge Street, Toronto, are making extensive alterations around their store. For some time, this firm has been doing a wholesale business in a small way in connection with their retail trade, but it is their intention to go into this end of the business on a much larger scale. To this end, they have started the erection of a large addition at the back of their store. This building will be 25 x 100 feet, with three storeys and basement.

On the flat above the store, which, for some time, has been occupied as living apartments, the partitions being torn out and the room devoted principally to builders' supplies. The office will be located at the front on this floor.

Walker & Son have sold their old automobile delivery truck and have purchased a new White truck at a cost of \$3,250.

"Although this may seem high," said Mr. Walker, Jr., "the investment is a good one. We have already given our new truck a fair trial and we find that we can do three and one-half times the work with it that we could with a horse and cart, and at less proportionate cost."

THE EVOLUTION OF THE RIFLE.

One of the most remarkable books of recent years is attracting widespread attention under the title, "A New Chapter in an Old Story." How many hunters,

shouldering their rifles or shotguns for a day's sport ever stop to think that it has taken humanity thousands of years to perfect such an arm, and that the story of this development is more fascinating than many a novel?

"A New Chapter in an Old Story" opens another world to the eyes of the average reader. It shows him the naked cave man of prehistoric times hurling the first missile in defending his life from the attack of a wild beast; it sketches "the nameless Edison" who invented the sling, and draws a vivid picture of how the idea of the bow-and-arrow resulted from a mishap in using the bow-drill for making a fire. The book carries the reader through the fierce period of medieval warfare, when the constant cry of, "stronger, stronger! give us bows which will kill the enemy farther away than he can shoot at us," led to the cross-bow in its many advancing types until finally there appeared the figure of Roger Bacon, the monk, watching an interesting experiment by the flickering lights in his stone-walled laboratory. Suddenly there was an alarming explosion, shattering the chemical apparatus—and the age of gunpowder was born! Then there follows the strange, romantic life-story of one of the greatest of modern businesses, abounding in remarkable personalities, dramatic incidents, and even international complications.

In addition to its absorbing interest, "A New Chapter in an Old Story," which has just been published by the Remington Arms-Union Metallic Cartridge Co., Toronto and New York, is a book of great beauty, profusely illustrated. Especially notable are the full-page historic photographs of the "Hunting Series."

R. C. CHOWN'S STORE ROBBED.

R. C. Chown's first impressions of Edmonton must have been badly shattered shortly after his arrival in that city. The Calgary News, under recent date, contains the following despatch:

"A daring robbery of \$1,000 worth of cutlery was perpetrated in the small hours of yesterday at the hardware store of Chown and Company, between Jasper and Fraser Avenues, a situation which, if proximity to the police station spells safety, should have ensured its immunity from burglary, as the police station is in the same block.

"The robbery had a further note of audacity from the fact that it was perpetrated with the lights fully blazing in the store. There is no clue to the perpetrators of the robbery at present."

NEW STORE IN HAMILTON.

The Mills Hardware Co., Hamilton, Ont., have opened a branch store on King Street, near John Street, that city. The firm are making a specialty of tools, cutlery and paints, and are carrying nothing but first class goods in all lines. The Hamilton Herald, commenting on the new store, says that the interior arrangement surpasses anything it has ever seen.

We should so live and labor in our time that what came to us as blossom may go to the next generation as fruit. This is what we mean by progress.—Connolly.

A Chinese proverb runs: "Think of your own faults the first part of the night (when you are awake), and the faults of others the latter part of the night (when you are asleep)."

More Profits in Credit System

By F. F. Muzzy.

As times change business methods change, and the way of doing a credit business fifty years ago is as different from the methods of to-day as is the modern way of lighting, as compared with the tallow dips used in our grandfather's time.

The merchant who is not a good credit man or not able to employ one, had best do a cash business; not the cash system in vogue at 75 per cent. of the so-called "cash stores" where credit slips are held on file for the customer to take up to-morrow, for we are told "to-morrow" never comes, and the majority of these so-called "credit slips" for those who "keep no books" are not worth the paper they are written on.

The modern credit system does not mean letting accounts run indefinitely but with a fixed understood time for payment, for I firmly believe prompt payments to be the essence of good business and it is up to any good merchant to watch his accounts as carefully, or more so even, than he does his buying.

In a farming community where the customers open an account usually in the spring or summer to be paid in the fall, have an understanding as to the approximate date the account is to be paid, and at the appointed time it is an easy matter to get settlement either cash or note, which can be turned in to the bank if the customer is "good" and it is for the credit man to know in advance who's credit is good and who's is not.

The greatest trouble with the credit system has been the slack methods of notifying customers of the amount owed. By all means send out statements the first of every month—not the middle—and insist on prompt payments from those who draw a salary or are able to pay at regular intervals. Furthermore, the statement gives the customer an opportunity to check up the account and report any item he does not understand.

We all buy more freely and higher-priced goods when we have them charged than when counting out the hard-earned cash, neither do we question the price so closely.

How many of us have seen young people select the best and without mentioning the price say, "charge to papa, please." If these same young hopefuls had been obliged to pay cash for what they wanted they would be as careful of the price as of the quality, and would most carefully compare the price and the amount of cash they had on hand and such sales would not bear as satisfactory a profit to the retailer and would require more time to make them than the time consumed in entering the account and later on, sending statement.

It is estimated that the women purchase 75 per cent. of the household goods and they, as a rule, do not carry the pocket-book, and if they desire to buy a range, or a refrigerator, to some it is humiliating to make a selection at the cash stores and admit that they will have to wait for Mr. Jones to show up with the money, while if they can have it charged to their account—and the account perfectly good—how easily the sale; if made on a cash basis it might be extremely hard, and as the women are the buyers and the men are the payers, as a rule, why not make it as easy and comfortable for the buyer as possible?

The extending of long credits is fast disappearing, and is a relic of ancient methods.

It is generally acknowledged that 25 per cent. more goods can be sold under the credit system, and that an average of 10 per cent. better profits are to be had on the entire sales than when sold under the strictly cash system, and if a merchant has a business large enough to talk about, it certainly pays, and pays big to keep books.

We often hear certain cases of failure attributed to bad accounts, but the trouble is not with the system but with the man; and if the capital is limited credit should not be extended beyond safety, thereby crippling the borrowing capacity, which enables a merchant to discount all bills. Cash discounts are among the most profitable items in the conduct of business.

I often think when I hear the "cash man" at conventions explaining the beauties of the cash system, how much more net profits he could make if he was a worker and a good diplomatic collector doing a credit business.

We hear much about the catalogue house and their cash in advance system, but their business covers such an extensive field that a credit system would ruin them and is not to be compared with the local retail merchant. The catalogue houses' customers are nearly all strangers to them, so to speak, and would any sane retailer extend credit to an entire stranger?

Every location has its own peculiarity and the up-to-date retailer must adjust his methods to suit local conditions. If an account gets too large, obtain a note which can be taken at the bank, if need be, and cashed, for no good business man would extend credit to a customer that would not get credit at the local bank.

The retail merchant is in business not for his health, or for pleasure, but for the net profits to be obtained therefrom, and after having personally owned and operated both cash and credit retail stores, I am thoroughly convinced there is greater profit in a properly conducted credit store than any strictly cash furniture store under similar surroundings.

HOW TO CLEAN TOOLS.

To keep tools clean and bright, rub a little mercurial ointment over them, which will form a moisture-resisting coating. Mercurial ointment is also known as blue butter. It is somewhat poisonous. Another good mixture to keep tools from rusting is made by taking six parts of lard and one part of rosin. Heat these together slowly till the rosin is all melted. The mixture had better then be taken out into the open air for fear of fire, and benzine added in about the proportion of one pint of benzine to half a pint of lard-rosin mixture. When cool, the mixture can be rubbed lightly over the bright steel articles. Tools thus treated will resist the corrosive action of even salt water.

Man owes his growth, his energy, chiefly to that striving of the will that conflicts with difficulty, which we call effort. Easy, pleasant work does not make robust minds, does not give men a consciousness of their powers, does not train them to endurance, to perseverance, to steady force of will, that force without which all other acquisitions avail nothing.

—William Ellery Channing.

THE AD=VANTAGES of Lowe Brothers Selling Service



IT IS NOT SUFFICIENT MERELY TO MAKE EFFICIENT PAINT, BUT THE FACT THAT IT IS WORTHY PAINT MUST BE MADE KNOWN TO THE PUBLIC AT LARGE

The virtues of "High Standard" paint are being constantly and effectively proclaimed through the medium of the leading magazines of the United States and Canada. Our national campaign for 1913 will include the popular Home and Farm Journals, Religious and Foreign Language periodicals, Building and Trade Papers, to make the merits of "High Standard" Paint Products more widely known throughout the country at large.

Then too, our unique system of following up mailing lists of property owners and probable paint users has proven to be the means of helping our dealer-agents to largely increase their paint sales. This service is reinforced and the dealer's store closely identified with all our promotion efforts by means of an extensive and varied line of advertising matter supplied to each "High Standard" dealer.

Displays for in-door and out-door, large road signs, striking posters, attractive color paddles, tasteful counter and store displays, window screens and trims, instructive booklets and educative literature of various kinds comprise the "High Standard" Agency equipment. In fact, our complete Selling Service is so forceful and so far-reaching that it serves to advertise and build up a dealer's general business as well as his Paint Department.

If efficient paint—resultful promotion—cumulative sales and continuous profits interest you—write

Lowe Brothers
LIMITED

Dayton

New York

TORONTO

Boston

Chicago

The Johnson Paint & Varnish Co., Limited
Vancouver, B.C.

Lyon-Monkhouse, Limited
Winnipeg, Man.



Did You Ever Wait Five Minutes For One Cent?

Have you ever been to the Candy Department of a store and noticed nicely-boxed candy with a 49c price marked on it? Have you ever bought a box of this candy, tendered 50c, and waited five minutes for one cent?

Does this condition exist in any department in your store?

Careful investigation shows that most large stores are dissatisfying customers and losing money in just this way.

This sort of thing does not happen in the small candy shop. It has no need to happen in the large department store. It does, however, because the system of handling cash is not suited to the particular requirements of that kind of department.

Study the needs of your departments. Consult our representative as to the remedy.

WRITE FOR FREE BOOKLET

The National Cash Register Company

285 Yonge Street, Toronto : Canadian Factory: Toronto

A TALE WITH A STRONG MORAL.

Henry J. Aufgang was a prosperous farmer.

He saved money and got to be well off.

He bought his stuff at the store in town and so did his neighbors.

Almost every day Henry drove to the store with a load of something which he sold and then "visited around" with his neighbors in town and his brother farmers who, like, himself, drove in often.

The women folks came sometimes and it was nice and sociable and everybody grew to know everybody else.

Henry J. Aufgang had a telephone in his house and a rural free delivery carrier brought him a daily paper from the Big Cities every day. He could call up the doctor in town if his folks took sick or he could ask the storekeeper the price of eggs over the 'phone and take some in to sell if the price was right.

One day he got a catalogue from a "mail order house" and read what it said about saving money by buying of the big concern (which was many stories high according to the picture on the cover of the catalogue and employed thousands and thousands of people.)

Henry thought as he read the catalogue.

"Business is business," he said and sent in an order for a stove—not to his friend, the storekeeper in the town, who in the past trusted him and credited him when he was hard up, but to the man he had never seen—the man who ran the mail order house in the Big City.

"Business is business." Henry got his stove. One of the legs was loose—wouldn't fit. His friend the blacksmith in town fixed it. He ordered his clothes and his hats and his shoes and his wagons and his furniture and his carpets and his crockery and his boots and shoes and rubber boots from the mail order house.

"Business is business."

Many of his neighbors followed his example—"business is business."

Henry had been so busy getting in the crop and sending orders to the mail order house that he forgot all about going to town for some months.

One day he thought he would take in some dressed poultry and fresh eggs and visit 'round.

He called up the storekeeper to find the price of his stuff.

Central said "line disconnected" and Henry wondered.

Finally he went out and hitched up. Went to town; didn't seem to be much doing there.

Drove to the store—it was closed!

Went over to the furniture store—closed, too. So was the drug store; also the hardware store and the hotel and restaurant didn't look prosperous.

"Nobody makes the town now," said the hotel man to Henry. "Business too poor—town going back—stores all closed."

Henry sought his friend, the blacksmith—yes he was doing business at the old stand.

"What's the matter with the town?" inquired Aufgang.

"Nothin'," said the blacksmith, "except a lot of crazy people around here have taken the notion that they don't need any town and are sending all their money away to millionaires who run the catalogue houses. Course they've got to come to me and I'm here yet just because the catalogue fellows haven't devised ways and means for shoeing horses by mail. But when they do I'll have to flit to."

Henry was astounded.

"Why, I'd no idea—" he commenced.

"Course you hadn't," rejoined the blacksmith. "Course you hadn't you hadn't an idea. You don't think. Well you had better do so now. Where are you going to sell your butter and eggs? Can you sell 'em to the mail order houses? You can get rid of your wheat at the elevator, but you won't have any fun any more in this town visiting with your neighbors 'cause there isn't any town and the people you used to know have all gone away to some place where they can make a living.

"Pretty soon the town will be all gone. Then your good roads will be gone, too. And you can't bring your mail order jewelry and castings to town to be repaired. If your mail order shoes don't fit you'll just naturally have to squeeze your feet and bear it. If your mail order clothes which you buy "sight unseen" aren't what you want, what are you going to do about it?"

The blacksmith paused. It was a long speech for him and it had got to Aufgang.

"Business is business," finally said Henry.

"Yes and foolishness is foolishness," answered his friend. "You may think it's business to kill off your town, but I don't. Think it over, Henry, think it over."

Henry did "think it over" as he drove slowly homeward with the dressed poultry and eggs which he had intended to sell to his friend, the storekeeper.

As he neared the house his lips moved. "Business is business," he said to himself, "and self-preservation is nature's first law. We've got to preserve our town and our neighborhood and our good roads. That's business."

The next day he called a meeting of his brother farmers for miles around and they all came.

After the meeting Henry invited them all to stay to supper and after supper there was a big bonfire out in Aufgang's yard near the well.

In that bonfire were consumed all the mail order catalogues in the country!

Moral—Don't wait for it to get too bad.

CALENDAR ADVERTISING PAYS.

The question has arisen, "Does it pay to issue a calendar at Xmas time?" Some dealers claim that, in order to expect any results, one must spend a lot of money and get out a really good calendar. This is much more expensive than newspaper advertising, and it is claimed further that the results are not as good. To get out a calendar that costs even 10 cents apiece means a lot of money, for, besides the cost of printing, considerable has to be spent on postage. Therefore, many dealers are in a quandary—they don't want to spend a big sum, yet want to send something to their customers.

Carter Bros., Picton, Ont., got out a calendar for 1912 that cost them three cents apiece, and this figure included an advertisement printed on the wrapper. "This is not very much," said Mr. W. J. Carter to the Journal, "but we succeeded in getting a very nice design and one that has pleased all to whom we have sent it. We have had many people from the surrounding country request us to put their names on our mailing list.

"I am a strong advocate of calander advertising," he continued, "but if a dealer's appropriation will not permit of this method, and newspaper advertising, I am in favor of the latter method."

Sell

Glidden

Green Label Varnishes

Because The Quality Makes Them Stay Sold

Ask
Us
About
Glidden
Endurance
Wood
Stains

THE headline of this advertisement tells the whole story. We could write a volume about Glidden discounts and Glidden terms and we could show you in plain figures how very profitable Glidden Green Label Varnishes are for you to handle. We could write another volume about Glidden advertising and Glidden co-operation, but the whole milk of the cocoanut is just this: It is good business for you to sell Glidden Green Label Varnishes because the **quality** makes them **stay sold**.

Write for full information of our unusual offer to the trade. Use the attached coupon.



The Glidden Varnish Company

TORONTO

FACTORIES

Cleveland, Ohio

Toronto, Canada

BRANCHES

New York

Chicago

London

The
Glidden
Varnish Co.
Toronto, Ont.

Gentlemen:—Send me full information concerning your unusual offer to the trade on Green Label Varnishes and Endurance Wood Stains.

Name.....

Address.....



THE policy of The Sherwin-Williams Co. has been to excel in the quality of every line of goods they put on the market. Many of the most successful hardware dealers in the Dominion have built a successful and profitable paint department through their dependence on the high quality and the completeness of the line of Sherwin-Williams Paints and Varnishes.

¶ Trade is best built up by good value and reliable goods, and the Sherwin-Williams Dealer has even more than that behind him. The long experience of The Sherwin-Williams Co. in the manufacture and sale of paints and varnishes has enabled them to study the needs of the Paint Dealer. An important part of their selling organization is a Department which is in continual touch with S.W. agents and their trade prospects, in every section of the country. Per-

sonal letters to property owners and painters, and personal calls by the Company's representatives, on property owners who contemplate painting or redecorating, bring good business to the dealers who handle their goods. Persistent advertising in the leading magazines and farm journals; the use of the bill boards and attractive displays in agents' windows educate the painter, the consumer and the future consumer to the high quality of the Sherwin-Williams line.

¶ "Brighten Up" your paint business by selling Sherwin-Williams Paints, Varnishes, Enamels, Colors, Stains, Pure Linseed Oils, etc.

¶ You are interested in doing as much business as you can, and it will take only a moment of your time to send us your address. We will be glad to tell you about the Sherwin-Williams selling plans.



**SHERWIN-WILLIAMS
PAINTS & VARNISHES**



Address all inquiries to *The Sherwin-Williams Co. of Canada, Limited*, Montreal, Toronto, Winnipeg, Vancouver

Canadian Trade News

The Rossiter Brush Co., London, started operations recently. About 20 hands are employed.

Garfield McKerracher, for the past three years with E. J. McGarry, Renfrew, Ont., has severed his connection with that firm to join the staff of Taylor Bros.' hardware store, Cobalt, Ont. He was tendered a banquet by the Oddfellows on the eve of his departure.

The Jas. Walker Hardware Co., Montreal, have entered a team in the Montreal Wholesale Hardware Hockey Association league.

J. Walker has accepted a position with W. W. Winteringham, Glen Ewen, Sask.

W. W. McGregor, Calgary, has been appointed manager of J. D. McBride's hardware store, Cranbrook, B.C.

F. A. Brown, sales manager in Canada for Lowe Bros., and all the travelling salesmen of the firm, attended the annual sales convention of their company in Dayton, Ohio.

Wood, Vallance & Adams' new warehouse at Calgary, Alta., was opened recently.

G. F. Stephens & Co., wholesale paints, oils and varnishes, have moved their Calgary branch to 1004 11th Ave. West.

Craig & Roe, Limited, pant and varnish manufacturers' London, Eng., and Edinburgh and Glasgow, have established an office at Calgary, Alta., at 1816 10th Ave. West.

J. Wright, 174 Avenue Road, Toronto, is going out of business. Mr. Wright has rented his store and the lessee will open up a confectionery store. From now on building operations will occupy Mr. Wright's attentions.

Howard Dowse, Salem, Ont., has opened a hardware store in Lucknow.

J. H. McKee, Tiverton, Ont., has bought the business of W. J. McAllister, Kincardine.

Scott Derbyshire is in his new store at Wheatley, Ont., and is doing some effective advertising.

The American Hardware Co., Minneapolis, Minn., have taken over the hardware business of H. A. MacKenzie, Wadena, Sask., and are doing some effective advertising. E. N. Roos is manager of the Wadena branch. This firm will do a strictly cash business and hope to succeed under this policy.

The Dominion Roofing Co. will establish a plant at Windsor, Ont., in charge of L. H. Cheeseman, Detroit.

R. G. Davidson who was on the staff of the Canada Foundry Co. for many years and previous to that a representative of Rice, Lewis & Son, Limited, has taken control of the Dominion Bolt & Screw Co. as general manager. His many friends in the hardware trade will be pleased to learn that he is again associated with the business.

Medicine Hat, Alta., suffered one of the worst fires in its history, when the building in which Birnie Bros.' hardware store was located, was destroyed on Dec. 2. Several other firms were burned out. Birnie Bros.' loss will total \$40,000.

The Colwell Lead Co., New York City, has purchased the business of the Ideal Manufacturing Co. of Windsor, and Detroit. The capital stock of the new corporation will be \$2,000,000.

The Aikenhead Hardware Co., Toronto, three times winners of the Mercantile Hockey League in this city,

have again entered for the coming season. T. E. Aikenhead was again elected honorary president of the league.

The Fulton Hardware Co., Enderley, B.C., has purchased the plumbing business of Carrol & Co., Salmon Arm, B.C.

A report states that the McClary Manufacturing Co., London, Ont., are contemplating the erection of a warehouse in Lethbridge, Alta. At the present time, the Stafford-Agnew Hardware Co. are distributing agents for the company.

Hamel & Leduc have purchased a site in Magog, Que., and will erect a new hardware store.

F. Smith, Toronto, has taken over the business of the Chown Hardware Co., Belleville. Mr. Smith is an old Belleville boy and should make good in his home town.

W. Drysdale has been appointed Canadian agent for John Shaw & Sons, Wolverhampton, England, wholesale hardware and metal merchants. He will make his headquarters at 308 Coristine Building, Montreal.

W. May's store on Dundas Street, West Toronto, was recently entered and about \$40 worth of cutlery taken.

H. S. Howland, Sons & Co., Toronto, will again enter a team in the Mercantile Hockey League. At a recent meeting the following officers were elected: Hon. President, P. Howland; hon. vice-president, D. H. Foster; president, T. Wright; vice-president, G. Gilmour; secretary-treasurer, E. A. Fall; manager, E. Caslor; team committee, captain, manager, E. Caslor, R. Warum; trainer, T. White; league representative, L. Ross and O. Byam.

The Canadian Handle Manufacturing Co., Limited, has been organized at London, Ont., with a capitalization of \$600,000. This is the result of a merger between the Columbian Handle Co., London, the Cameron-Dunn Co., Strathroy, and the Crawford Co. of Tilbury.

The Montreal Showcase Co., Montreal, Que., has received Dominion charter. Capital stock, \$50,000.

The National Saw & Forge Co., Limited, Ottawa, has been incorporated. They will manufacture all kinds of saws, bits and shanks, guns, rifles, emery wheels, planer knives, grinders and other goods of a similar nature.

NEW BUYERS AND CHANGES.

Ontario.

Ethel.—Geo. Kranter & Co. dissolved.
Toronto.—W. H. C. Moore succeeds Oscar Knechtel.
Kincardine.—Jos. H. McKee, Tiverton, Ont., succeeds W. J. McAllister.

Manitoba.

Arden.—W. W. Matthews succeeds John Fry.
Binscarth.—Louis Armitt succeeds Dunlop & Rorke.

Saskatchewan.

Fiske.—The Herschel Hardware Co. opened branch here.
Sovereign.—Gebbie & Goodwin opened store.

Alberta.

Diamond City.—The Alberta Hardware Co. sold to W. P. Rogers.
Warner.—Marshall & McNeil dissolved, Marshall continuing.
Bawlf.—Molstad & Anderson succeed Matlin Molstad.
Penhold.—K. V. McCall gone out of business.
Youngstown.—Horsley Bros. opened store.

JAMIESON'S

Prepared Paints

Never vary from their high standard of quality. It is this consistency which makes for increased paint trade because when a consumer gets Jamieson's he *knows* what he's getting—the label eliminates guesswork.

Do You Want the Exclusive Agency in Your Town? Write Us About it.

R. C. Jamieson & Co., Limited
Established 54 Years Ago
 Owning and Operating P. D. Dods & Co., Limited
Montreal



TWO WHITE LEADS

Brandram's B.B. Genuine White Lead

Made by the Brandram's process for practically two centuries.

It is the standard White Lead of the world.

By it others are judged.

It combines all the good points of the Old Dutch process, with scientific improvements by which the body and color are perfected.

Anchor Decorators' Pure White Lead

The base of which is made by the Old Dutch process. It is the best White Lead that can be produced by that method.

Next to the Brandram's process of corroding White Lead, there is none equal to the Old Dutch process.

Before placing your order for White Lead, write for prices and full particulars to

THE ONLY WHITE LEAD CORRODERS AND GRINDERS IN CANADA

BRANDRAM-HENDERSON

LIMITED

MONTREAL

HALIFAX

ST. JOHN

TORONTO

WINNIPEG

Market Situation

Paints and Oils.

The condition of the linseed oil, white lead and turpentine markets remains practically unchanged, although linseed oil is causing some little thought. The market has fluctuated considerably during the past month and prices have gone up and come down alternately. At present there is quite a firmness felt.

There is still a good trade being done in general lines, due, no doubt, to the open weather. While not much outside painting is being done, there is a fair demand for inside finishes and varnish. Then, too, there is considerable call for general lines from manufacturing concerns.

Turpentine is down to 58 cents. Why it is so low is hard to explain as the usual thing is for it to advance at this season of the year. The present outlook is that it is more likely to advance than recede. Of course, if large stocks are on hand, it will change the aspect of the situation entirely.

Linseed oil is lower than it was and is now quoted at 59 for raw and 62 cents for boiled. The general opinion is that it has reached its lowest level and that it will now work the other way. Whether or not this is so remains to be seen, but with the close of navigation and the preference the railway companies are showing for carrying wheat, it is hard to determine what the result will be.

White lead is stationary at \$8.40 for pure. The market is firm and it is thought that it would have advanced again were it not for the decline in oil. It may advance yet, in spite of the easier feeling in linseed.

There is a good demand for glass and the European markets are still as firm as ever. There have been two or three slight advances during the past couple of weeks and still higher prices are looked for.

Putty, too, is selling well and prices remain firm, with no change.

* * * *

The Hardware Markets.

Trade in all lines is buoyant and winter goods are moving out freely. This season gives promise of being "the best ever," and retailers can look forward to an excellent trade in hardware. There is an upward tendency in all lines. As one jobber put it, the cost of living has been advancing gradually for some time and hardware has not kept pace with it. Now, however, manufacturers have got to the point where they see they cannot make money selling at prices that have prevailed for some time and all agreed that figures must go up. This has been expected all along.

A recent issue of the Toronto Telegram says:—

"At present the hardware business is showing a large increase over business done in weeks previous. The immense amount of building which is being done all over Canada is the main reason. Every line of hardware is in great demand, no one particular article outclassing the others, although dealers say that mechanics' tools seldom have had a better market. It is keeping them busy to fill their orders.

"In Toronto the business is flourishing more than in any other city in Ontario. Much hardware is at

the present time being shipped from this city to all parts of Canada. For this reason dealers believe that they will have a first-class season.

"The trade is increasing every week and hard work is anticipated. Local men say that the deliveries made to them from other large firms were never more punctual than at present, and as this will help them promptly to fill their orders it is a great advantage.

"The prices remain firm and as articles are plentiful, there is likely to be very little change for some time to come."

Seasonable goods, such as sleigh bells, horse blankets, snow shovels and similar lines, are going forward in large quantities. The prospects of colder weather are bringing in orders for rush delivery, and jobbers are working hard to keep up with the demand.

New prices are out on all galvanized ware, such as cream cans, garbage cans, etc., and show some big advances.

Building paper is up six cents per roll.

Wire nails have taken another advance of five cents per keg, making the present base \$2.35.

The demand for builders' hardware of all kinds keeps up, due to the favorable weather, but a falling off is bound to be noticed before long.

Prices on builder's hardware have been withdrawn. New lists are not yet ready for the trade, but are expected to be out almost any day. Jobbers are buying from the manufacturers without any prices being quoted. They do not know what the goods are costing them until they see the invoices. There are sure to be some advances, but there will also be some declines, and, in the words of one jobber, "It will be six of one and half a dozen of the other."

Some grades of bright steel butts took a slight advance, but reversible butts remain about the same. Heavy hinges have advanced about five per cent.

Snow shovels show an advance of 10 per cent.

* * * *

The Metal Markets.

The iron and steel situation is excellent. Never before has so much business been done in these lines, and manufacturers are unable to keep up with orders. The outlook is that this condition of affairs will continue for some time. The only way out of a tight situation is that the production will have to be increased to cope with the greater demand. According to one large dealer, the world is at its most active period in its history and, so far as can be judged, the activity will increase rather than decrease.

There has been a temporary lull in ingot metals, due to cessation of speculation, caused by the present condition of the stock market. This has had a sentimental affect on buying but the lull is only temporary, and as soon as the stock markets begin to brighten up, business will increase and the markets become firmer.

Tin is in big demand and manufacturers are being given little chance to get any into stores for future use. All that is being manufactured is being bought up as fast as it is turned out.

"Mac, I heard ye was courtin' bonny Kate Macpherson," said Donald to an acquaintance one morning.

"Weel, Sandy, man, I was in love wi' the bonny lass," was Mac's reply, "but I fund oot she had nae siller, so I said to mysel, 'Mac, be a man. And I was a man, and noo I pass her by wi' silent contempt.'"

Experience Proves "QUEEN'S HEAD"



Galvanized Iron

to be without an equal

Have your jobber supply it.

JOHN LYSAGHT, Limited
Makers
Bristol, Newport

A. C. LESLIE & Co., Limited
MONTREAL
Managers Canadian Branch

WE THANK OUR CUSTOMERS

for the consideration given us
and our sales representatives
during 1912 and extend our
best wishes for

An Enjoyable Christmas
And a Prosperous New Year

Sanderson Percy & Co.

Limited

Wholesale Paints, Oils, Glass, &c.

61-63-65 Adelaide St. W. TORONTO, ONT.

**SELLING
POINTS
TO HELP
THE
DEALER
WIN
TRADE**

THE BEAUTY OF PAINT

Next to the added life paint imparts, is the matter of beauty.
Beauty depends entirely upon the quality of the paint used.

MARTIN-SENOUR PAINT

100% PURE

has the quality of permanency, which insures that beauty paint buyers are willing to pay money to obtain. Here is a paint that stands the mar—that retains its freshness and brilliancy—a paint that pleases the buyer.

Sell your customers more than paint—sell them protection and beauty. Write and we will tell you more ways to sell MARTIN-SENOUR PAINT and VARNISH.

The Martin-Senour Co. Limited

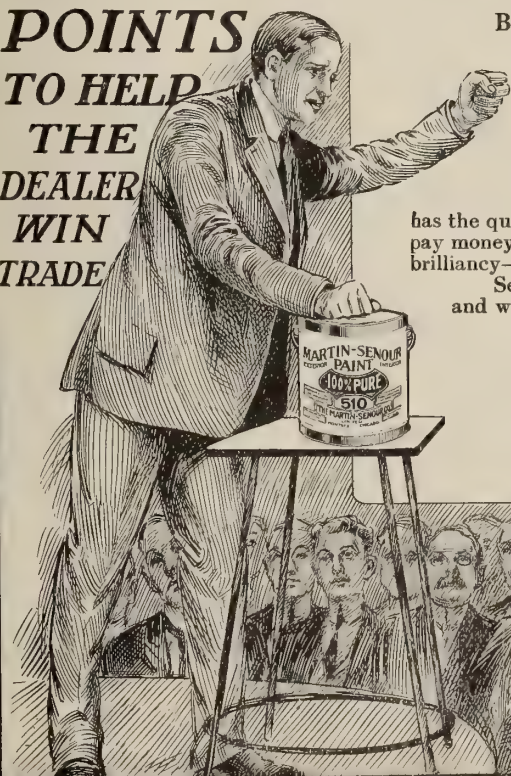
Pioneers of Pure Paint

Montreal

Chicago

Winnipeg

Lincoln



PREVAILING MARKET PRICES.

Toronto, December 3rd, 1912

The figures given below are approximately correct, but lower prices can frequently be obtained by buying in large quantities.

The co-operation of readers of the "Journal" is requested in keeping the list as complete as possible, including such lines as are referred to most frequently by retail buyers.

METALS.

Aluminum, ingots	0 25
Antimony, per lb.	0 11
Brass rods, ½ to 1 inch. .	0 21
Sheets, up to 20 gauge. .	0 22
Tubing, 1 inch, base. . .	0 23
Copper ingots, casting. .	0 18½
Sheets, plain, 14 oz. base	0 26
Sheets, tinned, 14 oz. base	0 27
Sheets, plished, 14 oz. base	0 34
Sheets, braziers.	0 26
Bars, round ½ to 2 in. .	0 24

Black Sheets, 28 gauge base,	2 80
Toronto	2 40
Montreal	2 40

Canada Plates—	
Ordinary, 52 sheets, To-	2 90
ronto	2 90
All bright, 52 sheets. . .	4 25
Galvanized Apollo Ordinary	4 35
18x24x52	4 45
60	4 70
20x28x80	8 90
20x28x80	9 20

Galvanized Sheets (Corrugated)—	
22 gauge, per square . . .	6 10
24 gauge, per square . . .	5 00
26 gauge, per square . . .	3 85
28 gauge, per square . . .	3 65

Galvanized Sheets, Fleur Queen's	
de Lis Head	3 70
16-20 gauge	3 45
22-24 gauge	3 50
26 gauge	3 90
28 gauge	4 00
Case lots 25 cents less.	

Apollo brand	Toronto
24 gauge, American	3 45
26 gauge, American	3 50
28 gauge (26 English) . .	3 95
10 ½ oz., equal to 28 Eng.	4 25

Iron Pipe, per 100 feet—	
Black, base, 1 inch. . . .	4 54
Galvanized, base, 1 inch. .	6 19

Iron Pipe Fittings—	
Canadian malleable, 40; cast	
iron, 70; standard bushings, 70;	
headers 60 and 10; flanged, unions,	
70; malleable bushings, 65; nipples,	
75 and 10; malleable lipped unions,	
65.	

Soil Pipe and Fittings—	
Medium and extra heavy pipe	
up to 6 inch, 70 and 10; 7 and	
8 in. pipe, 50; light pipe, 60	
and 10; fittings, 70 and 10.	
Toronto	

Bar Iron, per 100 lb.	2 00
Forged iron	2 20
Refined horseshoe iron. .	2 30
Sleigh shoe and mild steel	2 15
Iron finished steel, 2 15	2 25
Fire steel	2 35
High speed steel	0 65

Pig Iron, car lots, f.o.b. Toronto	
Canadian foundry, No. 1	21 00
Middlesboro, No. 3.	24 25
Radnor (charcoal)	32 50

Lead, Canadian pig.	5 40
Imported pig, 100 lb. . . .	5 50
Bar pig	6 50
Sheets, base, 2 ½ lb. sq. ft	7 50
Pipe and waste	9 00
Traps and bends	30 p.c.

Solder, half and half, lb.,	30
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Spelter, foreign, per 100 lb.	7 00
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Sheet Zinc	8 50
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Tin, ingots, 100 lb.	53 00
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Tin Plates, charcoal—	
M L S, Famous (equal Bradley)	

Per box	
I C, 14x20 base	7 00
I X, 14x20 base	8 25
I X X, 14x20 base	9 75
"Dominion Crown Best"—Re-	
tinned.	
I C, 14x20 base	5 50
I X, 14x20 base	6 50
I X X, 14x20 base	7 50

"Allaway's Best" — Standard

Quality.	
I C, 14x20 base	4 60
I X, 14x20 base	5 50
I X X, 14x20 base	6 40

Bright Cokes, Bessemer Steel.

I C, 14x20 base	4 35
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Terne Plates.

I C, 20x28, 112 sheets. .	7 50
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I X, Terne Tin	9 00
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Charcoal Tin Boiler Plates.

I X X, 14x60, 50 sheet	
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bxs	7 00
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Tinned Iron.

72x30 up to 24 gauge,	
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case lots	7 75
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72x30 up to 26 gauge,	
-----------------------	--

case lots	8 50
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Scrap Metal, Dealers' Buying

Prices—	
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Heavy Copper and Wire lb.	13
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Light copper bottoms . . .	10½
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Heavy red brass	11
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Heavy yellow brass	11
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Light brass	06½
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Tea lead	02½
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Heavy lead	3½
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Scrap zinc	4½
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No. 1 wrought iron	8 00
--------------------------	------

Machinery cast scrap. .	14 50
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No. 1	13 00
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Stove plate	9 00
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Malleable	6 00
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Miscellaneous steel	6 00
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PAINTS AND GLASS.

Barn Paint, barrel lots—

Gallon tins	1 00
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Chemicals, in casks, per lb.—

Arsenate of lead.	0 10½
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Sulphate of copper (blue	
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Stone)	0 06
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Litharge, ground	0 09
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Litharge, flaked	0 10
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Green copperas (green	
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vitriol)	0 01
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Sugar of Lead	0 09
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Colors in Oil—

Venetian red, 1-lb. tins,	
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pure	0 12
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Chrome, yellow, pure . . .	0 20
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Golden ochre, pure	0 13
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French ochre, pure	0 12
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Chrome green, pure	0 10
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French permanent green,	
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pure	0 15
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Marine black, 25 lb. irons	0 09
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Signwriters' black, pure. .	0 17
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Glue, in sheets.	0 10
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1 lb. packages (Brantford)	0 25
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Petroleum—

Can. Prime white, gal. . .	0 12
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U.S. Water white	0 13½
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U.S. Pratt's astral	0 15½
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Castor oil, per lb., in	
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bbls.	0 08
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Motor Gasoline, single	
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bbls.	0 17½
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Benzine, per gal, single	
--------------------------	--

bbls.	0 15½
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Putty—

1st.	
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Bulk 100 lb. drums. . . .	3 50
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Bladders in barrels. . . .	3 75
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Ready Mixed Paints—

Per gallon, qt. tins. . . .	1 65
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2 00	
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Red Lead (Dry)—

Genuine, 560 lb. casks,	
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per cwt.	
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Genuine, 100 lb. kegs,	
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per cwt.	
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Shingle Stains—

In 5-gallon buckets. . . .	0 95
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Turpentine and Linseed Oil—

Pure Turpentine, single	
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barrels.	0 62
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Linseed Oil, single barrel,	
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raw	0 69
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Linseed Oil, single barrel,	
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boiled	0 72
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Rosin, "G" grade, bbl. lots,

100 lbs.	8 60
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Varnishes, per gal. cans—

Carriage, No. 1	1 50
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Pale durable body	3 50
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Finest elastic gearing . . .	3 00
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Elastic Oak	1 50
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Furniture, polishing	2 00
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Furniture, extra	1 20
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Furniture, extra No. 1 . . .	0 95
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Light oil finish	1 35
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Gold size japan	2 00
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Turps brown japan	1 60
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Baking black japan	1 35
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Crystal Damar	2 50
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Pure asphaltum	1 40
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Oilcloth	1 50
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Lightning dryer	0 85
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Stovepipe varnish, ½	
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pints, per gross	8 00
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Pure white shellac var-	
-------------------------	--

nish, in barrels	1 75
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Pure orange shellac var-	
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nish, in barrels	1 70
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White Lead ground in oil—

Canadian pure, less than tons.	8 40
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Canadian pure, ton lots. . .	8 25
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White Zinc—

Extra Red Seal, V.M.	
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(dry)	0 07½
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Pure, in 25-lb. irons	
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(in oil)	0 10
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Window Glass—

United Inches	Star	D.D.
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Under 26	4 25	6 25
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26 to 40	4 65	6 75
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41 to 50	5 10	7 50
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51 to 60	5 35	8 50
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61 to 70	5 75	9 75
----------------	------	------

71 to 80	6 25	11 00
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81 to 85	7 00	12 50
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86 to 90	15 00	
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91 to 95	17 50	
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96 to 100	20 50	
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Toronto, 15 p.c. on Star, 20 p.c. on		
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Double.		
-----------------	--	--

Miscellaneous—

Beeswax, per lb.	0 45
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Orange mineral, 100 lb.	
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kegs	0 09½
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Pine tar, ½ lb. tins, doz.	0 60
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Plaster of Paris, bbl. . . .	3 00
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Paris white, bbls.	0 90
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Whiting, gilders, bolted. .	1 00
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Whiting, plain	0 70
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HEAVY HARDWARE.

Anvils, Taylor Forbes . . .	0 05½
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Chain—Proof coil, per 100 lb. ¼

in., \$6.00; 5-16 in., \$4.85; ¾	
----------------------------------	--

in., \$4.25; 7-16 in., \$4.00; ½	
----------------------------------	--

in., \$3.75; 9-16 in., \$3.70; ¾	
----------------------------------	--



QUALITY AND QUANTITY

That's What Every Can of



FLOOR FINISH

The One Perfect Floor Varnish

contains. The quality is of world-wide reputation, backed by profit-producing help in direct support of the dealer, while every can contains full imperial measure.

INTERNATIONAL VARNISH CO. LIMITED

TORONTO

WINNIPEG

Canadian Factory of Standard Varnish Works.

NEW YORK

CHICAGO

LONDON

BERLIN

BRUSSELS

MELBOURNE

Largest in the world and first to establish definite standards of quality.

P-36

Store Management Complete

16 Full-Page Illustrations

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion Book to

Retail Advertising Complete

\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

Absolutely New Just Published

Send us \$1.00 for the book and a six months trial subscription to this paper.

Commercial Press, Limited

Publishers
Canadian Hardware, Stove & Paint Journal
Toronto, Ontario

'Twill Do Your Advertising

This new book on advertising will tell you all you want to know about advertising in the store.

Here's the Book that will be Your Ad. Man

Retail Advertising Complete

By FRANK FARRINGTON

\$1.00 Postpaid

With this book on your desk you are never at a loss what kind of advertising to do, or how to do it. Every kind of advertising is treated fully:

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Bells—Door bells, push and turn, 45 and 10 p.c.	Hammers—Tack, iron, doz., 0 35	Cotton clothes line, 18 off.	and 10; cheese box tacks, 87½;
Cow bells, 65 p.c.	Ladies claw, handled, doz. 0 60	Bag, Russian twine, per lb. 0 27	trunk tacks, 80 and 20; straw-
Sleigh bells, shaft and hames, pair, 22c. up.	Adze eye nail hammer, 10 oz., doz. 1 25	Wrapping, cotton, 3-ply twine 0 26	berry box tacks, 80 and 10.
Sleigh bells, body straps, each, \$1.15 up.	Adze eye, hickory handle, 1 lb., doz. 6 25	Wrapping, cotton 4-ply twine 0 30	Thermometers —Tin case and dairy, 75 to 75 and 10 p.c.
Farm bells, No. 1, \$1.65.	Adze eye, straight claw, 1 lb., doz. 7 00	Mattress twine, per lb. 0 45	Tinners' Snips —35 per cent.
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Tarred slater's paper, per roll 0 70	Tinners setting, ½ lb., doz. 4 50	Rivets and Burrs —Iron Rivets, black and tinned, 60, 10 and 10.	Plain and retinned, 75 and 12½.
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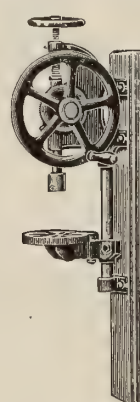
The Famous "Buffalo 200 Silent Blower," 1911 Model, 14-inch Fan, is commanding the attention of the entire blacksmith world on account of its wonderful performance. Gives 22% more blast and works as easily as the best of 12-inch blowers.

"MADE IN CANADA"

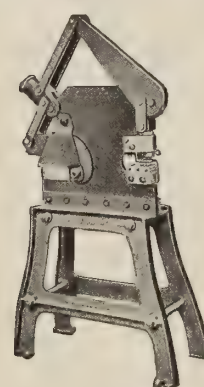
"MADE IN CANADA"



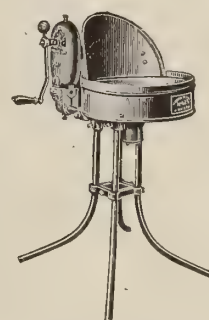
No. 130 Low-priced Forge for light repair work, rivet heating and farm use.



No. 150. Light Ball-Bearing Drill. We carry a complete line of Blacksmith Drills.



No. 4 B. Punch and Shear. All sizes. For hand and power.



No. 625. The World's Standard Rivet Heating Forge.

"Buffalo"

Blacksmith, Horse Shoer, Tinsmith and Farm Blowers, Forges, Drills.

Contractors, boiler-makers, bridge builders, railroads, mills, factories, tinsmiths, farmers and people in a dozen other occupations use Buffalo blacksmith tools. Let us put before you information which will help you get your share of their business with very little effort on your part. Drop us a line now.

Canadian Buffalo Forge Co., Limited
MONTREAL

RAZOR STROPS.

Carborundum Co., Niagara Falls, Ont.
J. Wiss & Sons, Newark, N. J.

REGISTERS (Warm Air).

Canadian Heating & Ventilating Co., Owen Sound.
Clare Bros., Preston.
Ferroteel Co., of Canada, Bridgeburg.
Gurney Foundry Co., Toronto.
Hamilton & Stott, St. Thomas.
McClary Mfg. Co., London.
James Stewart Mfg. Co., Woodstock.
James Smart Mfg. Co., Brockville.

REVOLVERS

Dorken Bros., Montreal.

ROOFING (Metal).

Metal Shingle & Siding Co., Preston.
Winnipeg Ceiling & Roofing Co., Winnipeg.

ROOFING (Prepared).

Brantford Roofing Co., Brantford.
Canadian Supply Co., Toronto.
Dominion Roofing Co., Toronto.
H. S. Howland, Sons & Co., Toronto.
Canadian H. W. Johns-Manville Co., Toronto.

REFRIGERATORS AND ICE CHESTS.

Thos. Davidson Mfg. Co., Montreal.
Lewis Bros., Ltd., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.

RUBBER GOODS.

Gutta Percha & Rubber Mfg. Co., Toronto.

RULES AND TAPES.

Lufkin Rule Co. of Canada, Windsor.
Stanley Rule & Level Co., New Britain, Conn.

SAD IRONS.

Dover Mfg. Co., Canal Dover, Ohio.
McClary Mfg. Co., London.
Rice-Knight Co., Toronto.
Taylor Forbes Co., Guelph.

SAFES.

Goldie-McCulloch Co., Galt.

SANITARY CLOSETS.

N. M. Walker, Grimsby.

SAWS.

E. C. Atkins & Co., Hamilton.

SCALES.

Burrow, Stewart & Milne, Hamilton.

SCREEN CLOTH.

B. Greening Wire Mfg. Co., Hamilton.

SCREWS.

Steel Co. of Canada, Hamilton.

SHEARS.

Canadian Buffalo Forge Co., Montreal.

SHOVELS AND SPADES.

Lundy Shovel & Tool Co., Peterboro.

Canadian Shovel & Tool Co., Hamilton.

Erie Iron Works, St. Thomas.

SILVERWARE.

Oneida Community, Ltd., Niagara Falls, Ont.

Toronto Silver Plate Co., Toronto.

SHEET METALS.

A. C. Leslie & Co., Montreal.
McClary Mfg. Co., London.
Sheet Metal Products Co., Toronto.
B. & S. H. Thompson, Montreal.

SPORTING GOODS.

A. E. Bregent, Montreal.
Dominion Cartridge Co., Montreal.
H. S. Howland Sons & Co., Toronto.

Marble Arms Mfg. Co., Gladstone, Mich.

Owen Sound Steel Press Co., Owen Sound.

Rice Lewis & Son, Toronto.
Tobin Arms Mfg. Co., Woodstock.

SPRAYERS.

Collins Mfg. Co., Toronto.

SPRINGS AND AXLES.

Guelph Spring & Axle Co., Guelph.

STEEL TROUGHS.

Erie Iron Works, St. Thomas.

STOVES AND RANGES.

Butterworth Foundry Co., Ottawa.
Burrow, Stewart & Milne, Hamilton.

Canadian Heating & Ventilating Co., Owen Sound.

Collins Mfg. Co., Toronto.

Copp Stove Co., Fort William.

Thos. Davidson Mfg. Co., Montreal.

Doherty Mfg. Co., Sarnia.

Galt Stove & Furnace Co., Galt.

Enterprise Foundry Co., Sackville, N. B.

Findlay Bros., Carleton Place.

Gurney Foundry Co., Toronto.

Hall-Zryd Foundry Co., Hespeier.

Hamilton Stove & Heater Co., Hamilton.

McClary Mfg. Co., London.

Moffat Stove Co., Weston.

D. Moore Co., Hamilton.

Jas. Smart Mfg. Co., Brockville.

Jas. Stewart Mfr. Co., Woodstock.

TACKS.

U. S. Steel Products Export Co., Montreal.

TENTS AND AWNINGS.

J. J. Turner & Son, Peterboro.

TIN PLATE.

A. C. Leslie & Co., Montreal.

McClary Mfg. Co., London.

B. & S. H. Thompson, Montreal.

U. S. Steel Products Export Co., Montreal.

TOOL GRINDERS.

Cleveland Stone Co., Cleveland.

Pike Mfg. Co., Pike, N. H.

Taylor Forbes Co., Guelph.

TOOLS (Mechanics).

Dorken Bros., Montreal.

Allan Hills Edge Tool Co., Galt.

North Bros., Philadelphia, Pa.

Peck, Stowe & Wilcox, Cleveland, Ohio.

TRAPS.

Oneida Community, Ltd., Niagara Falls, Ont.

Peck, Stowe & Wilcox, Southington, Conn.

VACUUM CLEANERS.

Onward Mfg. Co., Berlin.

Pollock Mfg. Co., Berlin.

VALVES AND UNIONS

Jas. Morrison Brass Mfg. Co., Toronto.

Penberthy Injector Co., Windsor.

Dart Union Co., Toronto

VENTILATORS.

Canadian Buffalo Forge Co., Montreal.

WAFFLE IRONS.

Taylor Forbes Co., Guelph.

WASHING MACHINES.

J. H. Connor & Son, Ottawa.
Cummer Dowsell, Ltd., Hamilton.
D. Maxwell & Sons, St. Marys.
Taylor Forbes Co., Guelph.
Henderson & Richardson, Montreal.

National Equipment Co., Toronto

WATER GAGES.

Penberthy Injector Co., Windsor.

METAL WASHBOARDS.
Meakins & Sons, Hamilton.

WHIFFLETREES (Steel).

Canada Steel Goods Co., Hamilton.

WHOLESALE HARDWARE.

H. S. Howland, Sons & Co., Toronto.

Kennedy Hdwe. Co., Toronto.

Lewis Bros., Ltd., Montreal.

Rice Lewis & Son, Toronto.

Peart Bros., Ltd., Regina, Sask.

WHITE LEAD.

Brandram-Henderson Co., Montreal.

Canada Paint Co., Montreal.

WINDOW DRESSING FIXTURES.

Oscar Onken Co., Cincinnati, O.

WIRE FENCING.

U. S. Steel Products Co., Montreal.

WIRE GOODS.

B. Greening Wire Co., Hamilton.
Imperial Steel & Wire Co., Colingwood.

WIRE ROPE.

B. Greening Wire Co., Hamilton.

WOODENWARE.

Meakins & Sons, Hamilton.

WRINGERS

American Wringer Co., New York.
Cummer-Dowsell, Ltd., Hamilton.

D. Maxwell & Sons, St. Marys.

A Merry Christmas and A Happy New Year to You All

After we have recovered from the "holidaying" and the festivities that go with this joyous season, let's get together and make 1913 the biggest year ever in your paint trade.

To do this we need your co-operation and you need ours with Ramsay's Paints as the basis for both.

A. Ramsay & Son Co.

MONTREAL

Paint Makers Since '42

WANTED and FOR SALE

Ads under this head ten cents per line. Five lines once for 50 cents, three times for \$1.00. Cash must accompany order. No accounts booked.

SPECIAL TO SUBSCRIBERS—Every subscriber is allowed one five line ad free each year.

BUSINESS CHANCES

WANTED—Warehouse Manager for Wholesale Hardware. Must be practical hardware man with sufficient executive ability to take complete charge of Staff outside of office. State reference as to ability and character. **PEART BROS. HARDWARE CO., LTD., Regina, Sask.** 10-12-3

PAINT AND VARNISH MAN WANTED.

LARGE manufacturers have good position for man who has had experience as superintendent or foreman in paint and varnish factory. Must have a good personality and be thoroughly informed on the subject of oils, pigments, gums, and their manufacture into paints and varnishes. Position requires a demonstrator and some selling ability. Address "Progressive," c/o CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

HARDWARE BUSINESS—County Renfrew; good town; first class staple stock; doing profitable business; at rate on the dollar. Box 128, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

HARDWARE—NIAGARA DISTRICT—stock about five thousand; satisfactory turnover; profits good; owner has made enough to retire and will give more than value; if interested, act now. Box 129, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

HARDWARE, TINSMITHING, PLUMBING—new store; new stock, and a business offering special features not often found; store and stock about nine thousand. Box 130, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

HARDWARE AND PLUMBING—one of the best established businesses in Toronto; city corner store; good location and lease; stock about \$4,200; \$2,500 cash (not less), balance—notes secured; good reason for selling. Box 131, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

FOR SALE—HARDWARE BUSINESS in fast-growing town, southern Saskatchewan, on C.N.R.; well-to-do English-speaking farmers; stock runs \$2,600; building and warehouse, \$2,500; house furniture, store fixtures, etc., \$500; will accept \$5,400. Box 132, CANADIAN HARDWARE, STOVE & PAINT JOURNAL, 32 Colborne St., Toronto.

JENKINS & HARDY

Assignees, Chartered Accountants, Estate and Fire Insurance Agents

15½ Toronto Street
Toronto

52 Canada Life Building
Montreal

The PARMENTER BULLOCH CO. Limited GANANOQUE, ONT.

Iron and Copper Rivets, Iron and Copper Burrs, Bifurcated and Tubular Rivets, Wire Nails, Copper and Steel Boat and Canoe Nails, Escutcheon Pins, Leather Shoe and Overshoe Buckles, Felloe Plates.

CONSULT THE BUYERS DIRECTORY

The Buyers Directory of CANADIAN HARDWARE, STOVE AND PAINT JOURNAL contains much valuable information.

Sometimes an advertiser makes several lines—and only ONE line will be represented in his advertisement—but if you will refer to the Directory in most cases you will find just what you are looking for.



THE IMPROVED KEYSTONE DEHORNER

A 4-sided, sliding, shear cutting, Dehorning Knife that does its work in an instant with but an instant's pain. Agricultural Colleges and Veterinary Surgeons commend the KEYSTONE—The quickest, cleanest and easiest dehorner made. If your Jobber cannot supply you, write me, and I will send full particulars of my special proposition to retailers.

R. H. McKENNA, 219 Robert Street, Toronto.

ROSS & WRIGHT

Insurance Counsellors Adjusters of Fire Losses for the Assured
67 VICTORIA STREET, TORONTO

We prepare your insurance contract so that you shall have fire insurance that does insure. We act for the people only, assisting in the adjustment of fire losses. Wire us when your loss occurs

J. J. TURNER & SONS

The Largest Manufacturers in Canada of

Tents, Flags, Awnings, Sails, Horse Blankets, Waterproof Goods, Coal Bags and every description of Camping Goods.

Send us your orders for Tents and keep them in stock. They are put up in bags to keep them clean.

J. J. TURNER & SONS

Peterborough, Ont.

Regina, Sask.

Start the New Year

with the sifter you can recommend

The Burrows Patent Dustless Rocker Ash Sifter

Can be Used in the House

The ashes can be sifted and cinders dumped into scuttle without dust escaping, **this cannot be said of any other ash sifter.**

Convenient height, cannot clog, large space for ashes to spread rapidly and sift freely. Easy to work, mostly self acting, double rims and double screens, scuttle fits dust-tight.

Write To-day for Full Particulars, Prices, etc.

The Burrows Mfg. Co.

611 King Street West, Toronto

HEAVY GALVANIZED STEEL

No trough to compare with this on the market. Capacity of standard size about 10 imperial gallons to the foot. Other sizes made to order. Lengths, 6, 7, 8, 10, 12 ft., without a seam.

A Fast Seller to Farmers



STOCK WATERING TROUGH

No rivets to rust out; the end is fastened by our patented device. Stands 13 inches high and measures 18½ across top. Weight, about 14 lbs. per lineal foot.

Write Now for Quotations

ERIE IRON WORKS, Limited, Makers, ST. THOMAS, ONTARIO

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**RED
S
BRAND
WINDOW
GLASS**



**GLASS
BENDERS
TO
THE
TRADE**

THE TORONTO PLATE GLASS IMPORTING COMPANY, LIMITED

Plate, Window, Figured, Stained, Wired, Bent, Mirror
and Ornamental Glass

DON ROADWAY

TORONTO

**MACHINE BOLTS
CARRIAGE BOLTS
COACH SCREWS**

Our Goods are high grade, and if your customers want goods of quality our factory should be your source of supply.

DOMINION BOLT & SCREW CO. LIMITED
TORONTO, ONT.

Write
for
Prices
Pleased
to
Quote

We Ship Promptly

Try us for

**Cordage
Wrapping Twines
Cotton Duck
Oiled Clothing**

We are sole selling agents
The Hopkins Mfg. Co., Limited
Mfrs. of Bags, Tents,
Tarpaulins, Flags
and
The Dominion Waste Mfg. Co., Limited
Mfrs. of Cotton and
Wool Waste

Scythes & Company Limited

TORONTO

MONTREAL

HOLIDAY GREETINGS

We take this opportunity of wishing our many customers and friends a very Merry Christmas, to return our hearty thanks for their past orders, and to assure them that future orders will receive our very close attention.

Some New Lines for Next Year

A New Catalogue will be ready in January describing our new line of

*Clothes Dryers
Clothes Bars
Step Ladder Chairs*

*Bake Boards
Sleeve Boards
Ironing Boards*

Drop a Post Card for this Catalogue at Once

Stratford Manufacturing Co., Limited
Stratford - Ontario

LUFKIN

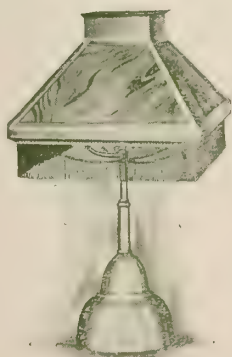
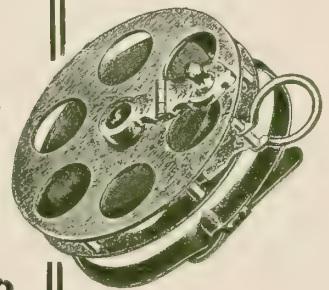
IS A NAME AND TRADE-MARK
STANDING FOR THE VERY BEST
IN THE LINE OF

Measuring Tapes and Rules

Our extensive advertising in Canada has created a demand that every progressive dealer should be able to satisfy.

DOMINION
MADE

THE LUFKIN RULE CO. OF CANADA, LTD.
WINDSOR, ONT.



The R-K Portable Table Lamp

This beautiful table lamp makes and burns its own gas using a mantle same as city gas. It is neat, clean and simple, cannot explode, makes no smoke or smell and is an ornament in any home. Is fitted with large art glass dome shade giving it a very neat and rich appearance.

Mr. Dealer:—Thousands of these lamps are now being sold. They are just the thing that

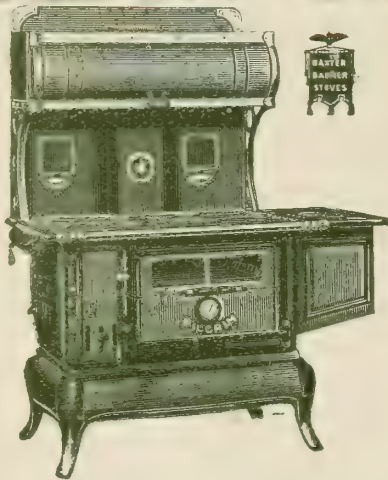
your customers have been looking for. Five hundred hardware dealers in the West are now featuring and selling these lamps. Why not you? The profit is large, and they will eventually be sold in *your* town. Better write to-day and get the exclusive selling rights and be prepared for the Xmas trade. Your customers will buy from sample, no need of carrying a large stock.

A post card brings our catalogue, and circulars of this lamp in original colors.

RICE-KNIGHT LIMITED

Toronto, Ont.

Patent Divided Glass Oven Door



The Pilgrim Banner Cast Range
For Hard Coal, Soft Coal or Wood

Your Competitor Can Get Nothing to Compare With It

This patent divided glass oven door gives you a special talking point, entirely different from anything your competitor can offer, as it can be had only on stoves of our make. It enables you to get your price, and a handsome profit on every sale.

"Cake Like Mother Used To Make"

Is *easy* with this patent oven door

All the baking in sight. Everything baked exactly right. Your customers will never have a cake "fall" with this divided glass door. No more food "burnt to a crisp" because they forgot to open the oven door soon enough.

The Greatest Selling Feature Ever Placed on Any Range

These special features and conveniences of

BAXTER BANNER GAS RANGES

Will appeal strongly to your prospective customers

Patent Divided Glass Oven Door

A feature which distinguishes Banner Gas Ranges from all other makes of gas ranges and which of itself will make the sale in face of the sharpest competition.

When open, the upper half containing the glass swings up entirely out of the way. The lower half goes down automatically and forms a perfect shelf, wide enough to pull the baking out upon—narrow enough so that a heavy roast can be put into the oven easily without holding it at arm's length over a hot oven door.

Sanitary Baked Enamel Finish

Range body and castings have special, **non-rusting**, baked Japan finish. Beautiful and sanitary. Easy to clean.

One Oven Burner

Our single oven burner uses much less gas and does better work than the double oven burners on other ranges. This **one** burner serves **both** oven and broiler, insuring perfect baking and broiling at lowest cost.

Notice to The Trade

The names of the two Canadian jobbers—one East and one West—who will handle Banner Gas Ranges and also Baxter Banner Stoves, for coal and wood, will be announced in our next advertisement.

*Don't buy before you see
the Banner Line."*



Guaranteed Explosion-Proof

The oven burner cannot be lighted without opening the oven door. No cumbersome or dangerous pilot lights to get out of order, fail to ignite, or confuse the operator. "Safe and sane."

Aluminized Oven and Broiler

All the oven and broiler linings are covered with beautiful, silvery, aluminum bronze, making them bright and attractive.



PATENT DIVIDED GLASS OVEN DOOR
ALL THE BAKING ALWAYS IN SIGHT
"CAKE LIKE MOTHER USED TO MAKE"
IS EASY WITH THIS RANGE

No. 518-528 Banner Gas Range

The Baxter Stove Co., Mansfield, Ohio

Minneapolis

St. Louis

Lincoln

Des Moines



